

December 2009

Position Title: Creative Lead

Are you a confident self-starter who enjoys working in a team environment? Are you motivated by new challenges and looking to join a growing company? If you answered yes to these questions, Element Three has an opening for an experienced Creative Lead to work with an existing and growing client portfolio.

Element Three is a marketing communications firm that specializes in brand development, marketing strategy, and creative execution to measurably advance our clients' business objectives. To learn more about our firm, visit www.DiscoverElementThree.com or <http://blog.discoverelementthree.com>.

The position of Creative Lead is an established role with responsibility for managing the creative direction and execution for Element Three's clients. We are targeting an individual who has desire to take on a leadership role, has leadership capabilities but may not have formal leadership experience in an agency setting. We are looking for an individual who has experience in traditional and online marketing design with an appetite for growth and learning. Experience with brand development marketing is a plus. Right now this role will be 70% execution 30% leadership with the leadership portion growing over time.

This position requires strong organizational skills with an eye to detail, excellent oral and written communications skills, presentation experience, and solid client relationship skills. Flexibility in working with changing situations and competing priorities is a must. Individual must be proficient in InDesign, Illustrator and Photoshop (CS3 or CS4) and have a working knowledge of HTML, Dreamweaver, Flash and CSS.

The ideal candidate will have a Bachelor's degree in Design or Visual Communications; at least six years of communications design experience preferably with an interactive agency, advertising agency or PR firm.

Element Three offers a competitive salary plus profit sharing after one year of employment. Employees have the opportunity to contribute to a SIMPLE IRA and to participate in the company's medical, dental, vision and life insurance plans. Please send your resume and cover letter in confidence to: careers@discoverelementthree.com.

Attached: Position Description

Position: Creative Lead (Visual Communications or Verbal)

Lead Creative Work (70%):

- Act as final decision-maker on creative work for assigned clients
- Lead all creative aspects of work (from creative streamlining through to execution) for assigned clients
- Gain feedback from creative colleagues, account lead and management team throughout process to ensure you are maximizing ideas, solutions and opportunities
- Manage operational aspects and timeline/capacity needs across clients and in relationship to macro strategy
- Participate in leadership and staff meetings
 - Provide feedback and input on clients for macro strategy and management meetings with client
 - Showcase work from key clients
 - Use meetings to “dry run” client presentations or gain insights/ideas on projects
 - Present best practices and key learning points to creative team
 - Contribute to the development of teammates

Participate in Building the Element Three Brand (10%)

- Influence evolution of Element Three brand and offerings
- Influence evolution of business processes and develop tools to communicate and showcase value to customers
- Proactively introduce new ideas, processes, approaches and business opportunities
- Blog
- Develop the Creative thought-leadership role

Support the Business (20%):

- Have regular meetings with Account Lead
- Participate in the business development process as needed to add creative perspective, expertise and leadership (e.g. “Ideal client” assessment, situational analysis, pricing strategy, timing relative to operations landscape)
- Provide inputs and recommendations to inform the effective development and management of micro strategy, client plan, project strategy, project deliverables, timeline and vendor interface
- Ensure creative touch points with customer (kick-off meeting, concept evolution and presentation of ideas/finished work)
- Help Account Lead uncover additional business opportunities to positively impact the client’s business and add more value to the relationship
- As work load expands, will have primary responsibility for building out the creative staff capabilities and creating environment of teamwork and collaboration.

Performance Management:

- Actively participate in performance management and development plan initiatives (e.g. 1:1 feedback, bi-yearly performance management reviews, team events, mentoring, special projects, etc.)