

# IMPRINT PROJECTS

## Is looking for a General Manager

Full-time, New York

Our company develops innovative brand platforms for marketing and communications. We work as artists, designers and curators in partnership with non-profits, businesses and communities.

As part of the senior leadership team, the General Manager is critical to driving growth and innovation. The role oversees and upholds the uniquely creative nature of the work we are known for. You have the experience and passion to create a culture that inspires team collaboration and employee growth. You will be responsible for thinking strategically about our clients and their varying business challenges, and utilizing your network of collaborators.

We want you to love what you're doing, so a passion for technology, music, film, design, art, fashion, or social activism is a must.

## **RESPONSIBILITIES**

- ▶ Develop, implement and support strategies for overall business health and growth
- ▶ Collaborate with the leadership team to ensure work quality and productivity across the company
- ▶ Manage resourcing and identify staff needs in the NY office.
- ▶ Recruit and train new staff: outreach, negotiation and contracting, onboarding paperwork, enforce company policies
- ▶ Provide strategic support to account leads and guide producers in the creation of project budgets, SOWs and contracts
- ▶ Identify new business opportunities, lead proposal and strategic development process from beginning to end: relationships, document preparation, pitching and sales / negotiation
- ▶ Provide guidance and expertise on industry trends including thought leadership
- ▶ Lead team and ensure a climate for growth and learning in the NY office
- ▶ Steward the philosophical integrity of the Imprint Projects brand, enforcing consistency and excellence across all managed projects

## **QUALIFICATIONS**

- ▶ 6+ years of related professional experience
- ▶ Proven success as a manager and a team-builder
- ▶ Diplomatic communicator with excellent interpersonal skills and social fluency
- ▶ Impeccable attention to detail and highly organized
- ▶ Experience collaborating with clients of varying sizes and scopes
- ▶ Experience implementing new systems/processes (eg. IT, Creative, Production) across teams
- ▶ Desire to build a creative and productive work environment for team of 30+

## **HOW TO APPLY**

- ▶ CV, cover letter including salary requirements and work samples should be submitted to [work@imprintprojects.com](mailto:work@imprintprojects.com)
- ▶ Subject Line: General Manager – NY

## Recent projects produced by this role:



### **LEVI'S SKATEBOARDING**

To launch the 2014 Fall Collection, Levi's Skateboarding brought together over one-hundred skaters, photographers, and filmmakers from around the world to build the world's highest skatepark in La Paz, Bolivia. Imprint Projects oversaw all campaign creative, including product photography, online and print advertising, the brand's web experience and a suite of documentary films chronicling the build.



### **LEVI'S COMMUTER WORKSPACES**

To launch the 2014 collection Levi's Commuter opened three temporary Workspaces in Brooklyn, Los Angeles and London to provide resources for cyclists of all types. For 30 days in each city the Levi's Commuter Workspaces offered free bike tune-ups, on-site tailoring, coffee, wifi and a co-working space, all free of charge. The Workspaces hosted fifty two special events including music performances, workshops, artist collaborations, talks, group rides, record swaps and friendly competitions.



### **MOOGFEST**

2014 was a pivotal year for Moogfest as Imprint Projects helped transform a regional electronic music festival into a global destination at the intersection of art, music, and technology. Futurist thinkers, inventors, entrepreneurs, designers, engineers, artists, scientists, musicians and Moog devotees joined together for a conversation that spanned workshops and panel discussions to experimental performances, art installations and all night dance parties. 5 days. 18 venues. Over 100 daytime presentations. Over 100 nighttime music performances.