

IMPRINT PROJECTS

Is looking for an Associate Creative Director

Full-time, Freelance, New York or Los Angeles

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

The Associate Creative Director will lead creative on assigned projects, from initial strategic concept to scalable creative solution and execution. Must be comfortable executing concepts in photo, video, print, and experiential for a wide range of programs (events, retail and trade).

This role is highly collaborative and involves working closely with the internal team, clients, partners and vendors. Ideal candidate has 6+ years experience working within a fast-paced advertising, branding or marketing company. In addition to the standard suite of design programs, excellent writing skills and a strong interest in branding is required.

RESPONSIBILITIES

- ▶ Work in collaboration with internal team (Account Manager, Strategist, Designers, Producers) to translate client business strategy into creative content and experiences
- ▶ Direct and manage the development and execution of all creative assets for integrated marketing campaigns including video, digital, social media, print, and other other assets as needed
- ▶ Prepare documents to communicate ideas to clients including proposals, presentations, creative briefs and treatments; source references from the worlds of design, tech, music, art, film and cycling
- ▶ Manage design processes to ensure timely delivery of designs
- ▶ Provide creative direction during pre-production and on-site for photo and video shoots
- ▶ Provide creative direction for print and digital advertisements, in-store installations, events, and takeaways through production
- ▶ Respond to client / partner feedback; steward the creative integrity of projects
- ▶ Keep up with latest best practices, trends and industry techniques to share ideas and knowledge with project team
- ▶ Elevate the creative output to ensure that all assets meet our high level of creativity, innovation and brand association

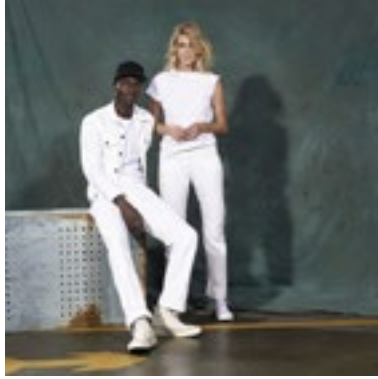
SKILLS & EXPERIENCE

- ▶ 6-8+ years experience in a creative leadership role (at least 3+ years agency environment)
- ▶ Excellent writing skills and strong design background; understanding of typography, layout, form and color; versed in design process and production methods
- ▶ Strong written, verbal, organizational and time management skills
- ▶ Comprehensive knowledge of emerging creative technologies, best practices and experimental approaches in marketing and brand communications
- ▶ Knowledge and experience with urban planning, performance gear and cycling is a plus
- ▶ Ability to scale ideas/solutions to budget, brand needs, timelines, environments, etc.
- ▶ Knowledge in all current design software
- ▶ Experience working with freelancers and vendors
- ▶ Proven leadership skills — we want someone who can drive a project forward while fostering the talents of our creatives team

▶ HOW TO APPLY

- ▶ CV, cover letter including compensation requirements and work samples should be submitted to work@imprintprojects.com
- ▶ Subject Line: Associate Creative Director–NY/LA

EXAMPLE PROJECTS



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Levi's Made in the USA**



**Click to view:
Levi's Music
Vince Staples**



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Jacquard**



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