



## Job Description

**Job Title: Director of Marketing and Creative Services**

**Department: Corporate**

**Reports To: President**

### **Position Function:**

The Director of Marketing and Creative Services is responsible for developing, establishing, and maintaining marketing and social content to meet company objectives, as well as working in collaboration with catalog production and design teams. The Director of Marketing and Creative Services will also work closely with the Product Development, Art Development/Licensing, Sales, and Showroom(s) Teams.

### **Essential Duties and Responsibilities:**

- Create and manage marketing and social content, which includes writing and/or editing email blasts, social media platforms, internal content, and external rep content.
- Proactively manage the social media calendar to ensure a compelling and on-brand content across all channels.
- Design graphics to coordinate with the social media and marketing platform, including showroom materials and signs, catalog, rep content, internal email, and external email blasts.
- Manage creative direction of art in conjunction with Design Team and Content/ Licensing Manager.
- Work with Design Team on seasonal theme boards, ideas, and art direction.
- Coordinate and co-manage the receiving and editing of artwork to present to Design Team.
- Oversee all aspects of production of Catalog, Brochures, and Supplements.
- Manage direct reports: Catalog Manager, Senior Photographer, Graphics Designer and partner with the Catalog employees and contractors.
- Responsible for management and development of support staff.

### **Skills/Experience Requirements:**

- 5+ years' experience in a marketing leadership role.
- Advanced skills in Excel, Word, and PowerPoint.
- Experience with Adobe Creative Suite is a plus.
- Proven success in managing marketing teams.
- Ability to multitask and work under pressure.
- Ability to manage multiple projects simultaneously.
- Experience establishing long-range objectives and specifying the strategies and actions to achieve them.
- Strong communication and computer skills.

### **Education Requirements:**

- Bachelor's or Master's degree preferred.

\*This job description is subject to change and may not be inclusive of all job responsibilities.

Employee Name: \_\_\_\_\_ Employee Signature: \_\_\_\_\_ Date Signed: \_\_\_\_\_