

CREATIVE DIRECTOR (NCG) JOB DESCRIPTION

Summary of Position:

The Creative Director will be responsible for leading the creative vision, positioning and campaign strategy for all brands within the portfolio. They will lead their Internal Creative team, oversee process, give guidance and lead the team into fresh creative territories. The Creative Director will work closely with the VP of Marketing to hone in on strategic creative approaches for each brand and product within the portfolio, ensuring that creative direction is aligned with overall business and Marketing goals.

Our Dream Candidate:

You're a multifaceted, passionate Creative with deep experience in brand identity, product launch, campaign development, and copywriting. You love what you do and know what you want to do. You're in constant pursuit of new and exciting ways to bring brands to life and connect with consumers in a meaningful way. You tap into culture, art, film, fashion, and technology for inspiration. You're able to confidently oversee the creative process and give guidance and inspire the creatives that work under you. You're a font junkie, a wizard at combining artistry and technical know-how. You embrace the print, digital and experiential world and are always on the hunt for unique ways to activate. With a mastermind for marketing, your visual communications are fresh, effective and on brand. You are a black belt of the Creative Suite. You thrive on collaboration with an ego-free capability to implement constructive feedback that align with larger business strategies and goals. You handle concurrent projects and fast-paced deadlines with a serene calm and sense of humor. You have a keen eye for color and meticulous attention to detail. You have drive – knowing it's not how good you are, but how good you want to be. Is this you? We'd love to meet you.

Essential Job Functions:

- Lead and oversee creative direction of the Slang portfolio of brands, including but not limited to: brand development and positioning, packaging design, 360 campaign development, and copywriting
- Work alongside the broader Slang Marketing team to uncover insights and develop new strategic creative directions
- Immerse yourself in the brand worlds of each brand within the Slang portfolio and the larger cannabis space as a whole
- Demonstrate strong collaboration skills with internal teams, departments and external agency partners
- Coaching and inspiring growth and development of junior creative staff
- Monitoring and communicating POV on current marketing and industry trends

Skills and Attributes:

- 7-10 years' experience in a professional agency environment or for a CPG brand, previous experience in a Creative Director capacity
- Associate or bachelor's degree preferred
- Expert executional skills in the entire Adobe Creative Suite
- Excellent in design, typography, layout, packaging, digital and overall art direction

How to Apply:

- Submit resumes to recruiting@organabrands.com and please be sure to include a link to your portfolio. We will NOT review candidates that have not provided a portfolio link or file.
- Tell us what you love about what you do?
- Tell us why you would like to work here/in the cannabis industry?
- Tell us what inspires you?
- Tell us about your favorite advertising campaign you've worked on?