



Memphis Tourism

Position Description

Title: Creative Director

Reports to: Chief Marketing Officer

Direct Reports: None

FLSA Classification: Exempt

Position Summary

The Creative Director is responsible for the development and creative design of the Memphis Tourism brand and its subsidiaries.

Essential Job Functions

- Manage, refine and champion the Memphis Tourism brand and all of its subsidiaries, including but not limited to, Memphis Sports Council, Memphis Sports Hall of Fame, Memphis Visitor Center, Memphis Convention Center and ilovememphisblog.com.
- Conceive and implement concepts, guidelines and strategies in all facets of design and creative to project completion.
- Collaborate with colleagues, members and stakeholders to always make well-informed, data-based decisions in all marketing and design efforts.
- Develop strategic messaging/campaigns to serve multiple target audiences and to achieve specified, quantifiable goals.
- Direct, manage and motivate a team of agency partners, freelancers, photographers, videographers, illustrators, copywriters, etc. to execute design and marketing objectives.
- Lead brainstorming/creative sessions to generate ideas.
- Write and design unique and well-crafted content that meets the organization's needs.
- Develop marketing plan format (layout and design) for various Memphis Tourism subsidiaries and teams.
- Implement guidelines and aspects of brand marketing creative design, print production and digital content development.
- Review all content for accuracy and adherence to brand standards and company policies before distribution.
- Plan, schedule and monitor team efforts and communicate status to internal and external stakeholders.
- Work with colleagues to develop, coordinate and manage the production of MEMtalks annual meeting.
- Leverage various external partner relationships to showcase the Memphis Tourism brand.

Position Requirements & Qualifications

Education/Experience

- Associates degree in Graphic Design or equivalent experience and training.
- Copy Writing
- Awareness of intellectual property & copyright protocols
- Photography and video editing skills desired but not essential
- Requires a minimum of 4 years graphic design experience.

Knowledge, Skills and Abilities

- Strong proficiency and proven success helping obtain business objectives and create competitive advantage.
- A highly effective communicator with the ability to clearly and concisely articulate ideas, concepts, and proposals.
- Proven analytical, planning and organizing skills.
- Drive for results with the ability to juggle competing priorities
- Computer Skills

Working Conditions & Physical Demands

- Typically, the employee may sit comfortably to do the work. However, on occasion this position requires the ability to attend trade shows and attend local and out-of-town social functions required for networking, etc.
- Evening and weekend hours/work required at times over and above the traditional office requirements.
- Requires some travel

This is intended to be a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel in this position.