We're looking for Creative Director. We need someone who genuinely loves and gets Memphis! This is in the bluff city not remote. We are looking for someone with ideas, who likes to laugh and thrives on things moving at a fast pace. We embrace diversity, ambition and all things with soul and rock n' roll. Still interested. Here are the must-have's:

MEMPHIS TOURISM • Memphis, TN
Creative Director
Hands on role to lead, produce and drive the creative direction of the Memphis Tourism brand and its subsidiaries.

Leadership
• Conceive and implement concepts, guidelines in all facets of design and creative to project completion.
• Develop strategic messaging/campaigns to serve multiple target audiences and to achieve specified, quantifiable goals.
• Leverage various external partner relationships to showcase the Memphis Tourism brand.

Management
• Manage, refine and champion the Memphis Tourism brand and all of its subsidiaries, including but not limited to, Memphis Sports Council, Memphis Visitor Center, Memphis Convention Center, Cannon Center and ilovememphisblog.com.
• Manage and develop the creative brief, creative strategy, and creative solution
• Will work directly with all internal departments: digital, sales, data & analytics, sports
• Collaborate with colleagues, members and stakeholders to always make well-informed, data-based decisions in all marketing and design efforts.

Creative
• Implement guidelines and aspects of brand marketing creative design, print production and digital content development.
• Direct, manage and motivate a team of agency partners, freelancers, photographers, videographers, illustrators, copywriters, etc. to execute design and marketing objectives.
• Guide, partner and work in tandem with company’s agency of record
• Review all content for accuracy and adherence to brand standards and company policies before distribution.
• Must be flexible, nimble and resourceful
• Advance knowledge of adobe creative suite
• Design skills are required for Brand development, Layout and design, Presentations, Sales and Marketing collateral (digital creation a plus but not required)
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.

Memphis Tourism provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics in compliance with applicable state and local laws governing nondiscrimination in employment.