

Creative Manager

Date Posted: 4/27/2015

Location: Park City, Utah

Required Exp: 5 years

Job Type: Full-Time

JOB DESCRIPTION

The Creative Manager will work closely with the Marketing, Design, and Sales teams on the AVEX brand in order to successfully:

1. Uphold consistent and relevant visual execution of the AVEX brand throughout all media and collateral materials.
2. Execute production and design responsibilities for IDCs, advertising, packaging, merchandising displays, marketing materials, and new item setup to support product development, marketing and sales initiatives.
3. Help maintain an accurate image database for use by internal and external partners.

Primary responsibilities:

- Adhere to the AVEX brand style guides
- Deliver highly accurate product and packaging specs (IDC files)
- Deliver a high quality and creative execution of graphic designs for product packaging in a production ready format continuing through production approval
- Work with Sales to execute merchandiser opportunities to support growth in new channels
- Implement necessary language translations required for packaging and Use & Care Guides
- Design various trade advertising campaigns in accordance to required ad closing dates
- Create digital media assets for use on web and social media, not limited to but including banners and animations
- Execute development of sales tools such as sell sheets, product brochures, pod renderings, foam core mockups, and price lists
- Illustrate patterns for product graphics
- Illustrate products in a technical style
- Help keep creative image library organized and up to date
- Development of trade show booth graphics
- Attend photo shoots when needed

JOB REQUIREMENTS

- Undergraduate degree in Graphic Design, Fine Arts or related field from an accredited University
- 5-7 years production and graphic design experience, and able to develop graphics for a variety of print materials such as packaging, advertising, and sales collateral materials.

- Proficient in Adobe Creative Suite, (InDesign, Photoshop, Illustrator, Acrobat) and Microsoft Office. Mac platform. Knowledge of Adobe After Effects and/or Flash highly preferred.
- Familiarity with photo shoots and providing direction to photographers to uphold brand standards for product lines
- Ability to work against established project timelines
- Must be detail oriented and extremely organized, with ability to multi-task and manage multiple projects at the same time
- Strong interpersonal and communication skills are essential, with ability to effectively communicate with both internal and external sources on a timely basis
- Honest, solid work ethic and self-motivated; individual must show a strong sense of urgency in a dynamic and fast-paced environment