

CYBEX POSITION DESCRIPTION

MARKETING CREATIVE DIRECTOR

BASIC PURPOSE:

The Creative Director is responsible for the creative output of Cybex, with oversight of the creative team and creative processes; the ideation, presentation and execution of all branding and marketing communications campaigns.

DUTIES AND RESPONSIBILITIES:

- Lead creative sessions for project kick-offs, and manage multiple projects from concept through completion.
- Develop creative programs and design concepts that meet the business objectives of the organization and that advance our global brand strategy.
- Establish creative direction for the entire line of Cybex products and solutions.
- Supervise and inspire the creative team of vendor partners; generate multiple concepts for continuity throughout campaigns or projects.
- Work with the account team, strategy team, and copywriters to develop concepts and present to management.
- Work collaboratively with internal teams to generate ideas for pitching and proposals.
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
- A strong working knowledge of experience design, brand development, interactive commerce and creative process.
- Printed materials and digital media design capabilities: must know how to work in both media for integrated campaigns.
- Set expectations and provide quality controls over concepts and projects.
- Manage outside resources: including vendors, photographers, printers, freelancers, etc.
- Quality control, including proofing, reviewing, and evaluating staff.
- Copywriting.

QUALIFICATIONS AND SKILLS NEEDED:

Minimum requirements, education & experience:

- Bachelor's degree in Fine Arts/Graphic Design, Media Design, or related field.

- 10 years experience including agency and management of creative team.
- Expert level with Adobe InDesign, Illustrator, Photoshop.
- Proficiency in Acrobat, Dreamweaver, Word, Excel and PowerPoint.
- Experience with Adobe AfterEffects, FinalCut Pro and video editing (a plus) needed for this position
- Knowledge of HTML5 and CSS3
- Exceptional attention to detail, with ability to multi-task and effectively prioritize responsibilities in a fast-paced environment.
- Ability to work with professional photographers and videographers. Familiarity in effective photographic composition.
- Ability to effectively and professionally critique design work, both giving and receiving constructive feedback to creative team.
- Ability to work and collaborate effectively with cross-functional teams – both with in-house and outside vendors and agencies.
- Strong work ethic – ability to work independently to manage projects as needed, as well as excellent team dynamics.

Preferred requirements, education & experience:

- Agency experience in addition to in-house corporate experience is strongly desired.
- Experience in creating effective marketing materials for fitness industry or technology companies a plus.
- Ideal candidate will possess a personal interest in health and fitness in order to truly understand the products and services provided by Cybex, and the markets served by the company. Technical ability to understand how Cybex electronic products/mechanisms interface with human body performance a plus.

TRAVEL: Occasional domestic and international travel required..

REPORTS TO: Marketing Director