



TITLE: Director of Creative Services
REPORTS TO: President/Integrator
Effective December 29, 2022

At TRIO, we are making our mark! We are humbly confident professionals who show up every day to work hard, enjoy life and make a difference. We believe relationships are intentional, and amazing culture does not happen by accident.

As a member of TRIO's leadership team, the director of creative services is a vital seat on our accountability chart that leads our talented team of artists, writers, digital and social specialists, web developers and freelancers in producing the agency's creative deliverables both tangible and digital. Using a highly trained eye for design and user experience, this person understands how content, design, execution and optimization of creative and web assets on various platforms come to life!

This person's ability to lead and manage professionals with skills outside their wheelhouse is a must. In addition to spearheading the company's collective creative services, they will oversee the management of the company's dedicated server for TRIO and its clients. A willingness to dive in and learn new things will be a part of your daily routine. Alignment with TRIO's core values will be the secret to success as this individual works to inspire others and strives to take TRIO's creative services to new levels as we continue to grow and evolve.

In this seat, you will be accountable to:

for overseeing all digital marketing strategies from planning and implementation to optimizing and reporting.

- Manage the creative process from start to finish by supervising the creative team in the production of all marketing deliverables across all platforms.
- Provide effective team direction and communication amongst all agency teams with a focus on leading, delegating and prioritizing team deliverables.
- Conduct daily huddle and weekly L-10 meetings at the team level, as well as quarterly conversations with each team member.
- Conduct brainstorming sessions with the creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner.
- Support the art director in establishing the team's design strategies and execution
- Collaborate with team's specialists on digital and social strategy, implementation and reporting and assist in leveraging analytics to drive decisions
- Benchmark and implement innovative solutions to optimize performance
- Work with the business development lead to provide estimates for new web opportunities.
- Consult on site maps, wireframes and design for website projects

- Manage TRIO's web development process for new website projects and existing website maintenance.
- Maintain TRIO's server and support the web developer on any server-related issues.
- Attend client discovery and reporting meetings as needed.
- Work with copywriters to develop messaging that aligns with a brand's voice and supports its marketing goals and creative strategy.
- Proactively identify issues and lead resolution efforts on internal creative processes, as well as any issues that arise related to the creative process.
- Oversee communications with outside vendors such as printers and media outlets to coordinate the production of client deliverables.
- Monitor project allocation among the team and work with fellow leaders to minimize overdue projects and maximize productivity.
- Stay abreast of brand tracking, market trends, consumer needs, and the competitive landscape.

QUALIFICATIONS:

- 10+ years of experience in digital marketing, graphic design, web development, or a senior position in a similar field
- Bachelor's degree in Marketing, Design, Web, or comparable
- Innovative and strategic thinker with a growth mindset
- Expert understanding of the creative process in marketing—packaging, branding, video, photography, UX, copywriting and art direction
- A genuine interest in AI technology and its place in the industry
- Knowledgeable in website development best practices and SEO strategies and campaign management
- Solid knowledge of website analytics tools (e.g., GA4)
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Proficient in email marketing systems
- Experience in setting up and optimizing Google Adwords campaigns
- Knowledgeable in all social media channels and resources (i.e. Facebook Business Manager, agency pages, etc.)
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- A natural eye for great design and a drive to inspire dynamic ideas that connect with all types of audiences.
- Able to translate complex ideas into compelling materials and experiences.
- Comfortable with both full-scope integrated campaign creative and project-based work as well as time tracking.
- An appreciation for how excellent work gets done and a commitment to ensuring creative excellence for all deliverables.
- A mix of marketing expertise and business understanding including budgeting and estimating to drive the agency's creative process.
- Insatiably curious, a lifelong learner.
- A diplomatic and empathetic leader who is willing to delegate, comfortable with conflict and familiar with the behaviors of a cohesive team.

- A good listener, someone who reads people and those in a room and can adapt to their style and respond accordingly.
- Server management a plus