



**TITLE:** Director of Creative Services  
**REPORTS TO:** President/Integrator  
Effective April 30, 2025

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 plays a vital role on our accountability chart. TRIO runs on EOS® (Entrepreneurial Operating System), and this leader must bring an understanding and a passion for building strong teams, clear processes and a culture of accountability. At the same time, they must embrace the agency's bold, AI-powered future—leveraging emerging technologies to elevate creative output, spark innovation and help TRIO stay ahead of the curve. This role blends operational clarity with creative curiosity to lead the team into what's next.

This individual leads our talented team of artists, copywriters, social media specialists and freelancers in producing the agency's visual, written and conceptual creative deliverables. They bring a trained eye for design and an understanding of how great content, storytelling and brand identity drive results. They also oversee the operations and strategic use of *The Creative Lab*, ensuring the planning, execution and delivery of all photography and videography needs across TRIO and its clients. From concept to creation, this leader ensures our creative work is not only compelling but smart, strategic and future-ready.

**In this seat, you will be accountable for:**

Leading TRIO's creative function, team and output across all touchpoints.

- Manage the creative process from start to finish, overseeing branding, campaigns and content development with a focus on quality, strategy and impact.
- Serve as the agency's art director, setting the creative vision and mentoring graphic designers to push boundaries and deliver exceptional work.
- Lead brainstorming sessions and concept development, ensuring ideas are both innovative and fiscally responsible.
- Guide copywriters in developing messaging that aligns with brand tone, audience insights and campaign objectives.
- Drive the strategy, development and oversight of organic social media content for all clients, including Reels, TikToks and other video-related assets, ensuring alignment with brand voice, campaign goals and evolving platform trends; manage TRIO's overall social media offering, process and technology stack
- Oversee vendor relationships and manage all print-related needs, including sourcing quotes and coordinating the production of large-scale deliverables.

- Conduct daily huddles, weekly L-10 meetings and quarterly conversations to ensure team health, clarity and accountability.
- Collaborate closely with the Directors of Digital Services and Client Services to ensure seamless, cross-functional performance across departments.
- Identify pain points within the creative process and lead the charge in developing and implementing internal improvements.
- Stay ahead of design trends, cultural movements and branding innovations to ensure our work remains fresh, relevant and engaging.
- Oversee operations and scheduling for The Creative Lab and lead the planning, execution and delivery of all photography and videography needs—from concept through post-production.
- Introduce and integrate AI-powered tools and workflows to enhance the creative process, improve efficiency and unlock new creative possibilities.
- Champion a culture of innovation by leading team training, promoting responsible AI use, and fostering curiosity around emerging technology.

We are looking for individuals who are excited to show up and give it all they've got. Individuals who watch results, not the clock. Who are self-aware and honest with themselves and their teammates. People passionate about marketing and grateful for the opportunity to partner with organizations and businesses that want to be seen, be heard and be creative!

**To be successful in this role, you must have the following qualifications:**

- 5-7 years of agency experience in graphic design, photography, videography, social media or copywriting
- Bachelor's degree in Design, Communications or a related field
- A deep understanding of EOS® and Traction, with experience using it to lead high-performing teams
- Proven ability to lead the creative process—from concept through execution—across full-scope integrated campaigns, brand development and project-based work
- Strong design sensibility and storytelling skills, with the ability to translate complex ideas into compelling visuals, messaging and experiences
- Proficiency in photography, photo editing, videography and video editing
- Demonstrated experience mentoring and managing designers, writers and creative teams
- A balanced blend of creativity and operational thinking, including budgeting, estimating and time tracking
- Hands-on experience (or a strong desire to learn) AI tools relevant to design, content creation and workflow automation
- An appreciation for how excellent work gets done and a commitment to delivering creative excellence in every detail
- A curious, growth-minded leader who embraces lifelong learning and continuous improvement

- A diplomatic, empathetic approach to leadership—confident in delegation, calm in conflict and grounded in the five behaviors of a cohesive team
- A great listener who can read a room, adapt communication styles and bring out the best in others
- A strategic mindset paired with the flexibility to roll up your sleeves and make things happen

Be seen. Be heard. Be creative.