
Reports to: Director of Marketing

Department: Marketing

Classification: Exempt

Last Updated: 9/1/2022

Summary:

King Technology is seeking a Creative Services Manager to lead the creative development process in a rapidly growing environment. The ideal candidate must be able to develop communications for various multi-media campaigns, and create brand, packaging, sales and promotional assets as needed. This candidate will work with external designers as necessary.

As our in-house Creative Services Manager, you'll help bring to life our Mission and Value Proposition for both our customers and consumers. You will visualize and create graphics for print and digital/social ads, point of sale materials, websites, product packaging, exhibitions, logos, sales tools, wearables and more.

This position reports to the Director of Marketing and requires an independent thinker as well as a strong working partnership with the Marketing, Product Management and Sales teams. The Creative Services Manager will lead and work collaboratively on all creative projects.

Essential Functions:

- Manage & execute the creative process from concept to completion
- Translate marketing objectives into clear, executable creative strategies
- Independently create, manage and execute a multitude of Graphic/Print/Web projects within brand standards from start to finish: collateral materials; point-of-sale signage; print advertisements; packaging; web templates and graphics; email templates; landing pages; display ads; photo editing; etc.
- Articulate and pitch design concepts to the Marketing & Leadership teams
- Develop a process flow for how creative projects will flow in/out of the Marketing department to ensure efficiency
 - Identify and implement opportunities to improve efficiencies within the department
- Provide art direction on photo and video shoots to ensure brand and product objectives are met
- Conduct annual audits to ensure brand, packaging and product are on point. Attend press checks and work with printers to achieve brand standards.

Job Qualifications:

- Degree in Graphic Design with a minimum of 7 years graphic design experience, preferably in an agency environment
 - A passion for design & sophisticated sense of color, imagery, type, and negative space
 - Expert knowledge of Adobe Creative Suite (InDesign/Photoshop/Illustrator)
 - Adobe Premier video editing skills preferred but not required
 - Consumer and retail store design experience preferred
 - Strong creative thinking, aesthetic and layout skills
 - Extensive knowledge of the printing process for all types of media, including proper image prep, file formatting, maximizing efficiency and economy
 - Ability to prepare files for commercial printers
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- Excellent verbal and written communication skills
 - Works with meticulous attention to detail and accuracy
 - Self-motivation and be a confident problem solver with a positive attitude, grace under pressure and the ability to accept constructive criticism
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