



Job Description: Creative Production Manager

Reports to: Director of Marketing

Position Summary:

- Supports the Director of Marketing in all areas associated with the development and implementation of CAF's marketing plans and budgets through creative activities
- Manages daily aspects of creative works, including CAF brand, program, bus-dev, and event initiatives
- Develops creative briefs and design concepts to meet foundation objectives
- Ensures brand and logo consistency within CAF and with sponsors, partners and events
- Work with the Events, Fundraising, Business Development and Programs departments to promote and achieve program and event goals and objectives
- Partner with outside vendors to manage their delivery of project milestones. A planned approach to execute project requirements is essential
- Oversee all asset creation, management, and distribution for maximum impact and reach of our messages.

Roles and Responsibilities

Creative Direction: Responsible for the creation and design of all integrated marketing materials including print, digital, social, broadcast, collateral, apparel and expo activities to communicate the mission of CAF. Must have a thorough understanding of photography, videography, typography, printing, digital components. Responsible for entire design - concept, creation and production. Compile quantitative reports to show campaign success rates and opportunities.

Marketing Management: Deliver on CAF strategic plan and marketing goals. Implement marketing plan by assisting marketing team in developing and producing creative and effective marketing collateral, CAF apparel, videos, expos, managing direct mail campaigns, creating and distributing eNewsletters, print newsletters and overseeing the CAF digital components. Ensure materials and communications reach the target market and quantify results on time and within budget.

Merchandising: Manage inventory of apparel, collateral, and signage for all partner events, fundraiser events and expos. Design and produce CAF branded apparel. Place orders to maintain appropriate inventory.

Brand Management: Maintain the CAF brand integrity by regulating the use CAF's logos, messaging and imagery, upholding brand identity and quality and ensuring an emotional connection with the target audience. Consistently be looking for messaging growth opportunities.

Promotion and Communication: Produce quality communications both written and verbal that deliver CAF's message clearly and effectively. Communications to include info kit, newsletter content, press releases, athlete bios, spokesperson scripts, talking points, video scripts, email communications, appeal letters and promotional pieces. Work with Events, Fundraising, Business Development and Programs departments to create collateral and promotions. Effectively communicate the mission of CAF across all efforts.

Vendor, Sponsor and Partner Relations: Ensure CAF brand and logo consistency with partners. Develop and maintain cohesive and positive relationships with graphic designers, web developers, photographers, videographers, printers, apparel partners and other vendors. Cultivate sponsor and partner relationships as needed.

Skills and Abilities

Creative skills: Ability to create impactful, targeted creative that resonates with the CAF audience. Experience in Photoshop, Illustrator or InDesign is required. Web content development and management experience is required. Some HTML/design for Web experience would be helpful.

Project management proficiency: A self-motivated, organized marketer with attention-to-detail will succeed in this position. Prioritization is highly important, along with the ability to successfully manage projects from initiation to completion with a calm demeanor and little oversight. Must also have the ability to multitask and be able to provide assistance with last minute projects when necessary. Respect for deadlines and project budgets are paramount.

Strong communication skills: Strong writing skills that can fluctuate from PR to ad copy, to web content, to social media are a requirement. Professional, friendly and outgoing disposition with a willingness to represent CAF at events is desired. Strong interpersonal skills and the ability to work respectfully alongside the internal team, as well as external partners is paramount to success.

Commitment to Quality: Knowledge of AP style is preferred. The ability to self-edit prior to presenting/sharing/publishing work is mandatory. Must hold coworkers, vendors, and partners to the highest standards consistent with CAF's branding, messaging and mission.

Industry/Marketing Experience: Event marketing and nonprofit marketing/fundraising experience preferred. Corporate marketing and/or ad agency experience is also desirable. Knowledge of sports and endurance sports industry a plus.

Thought Leadership: Willingness to develop new concepts and ideas, along with executional plans, for integration into CAF marketing plan, strategic objectives and budget.

Organization and Detail Orientation: Advanced Project Management and organizational skills and the ability to prioritize and handle multiple tasks concurrently with responsible follow-through and effective communication to internal and external team members is required.

Commitment to the CAF Mission: Must see CAF as a societal mission and be committed to the objectives, goals and programs of the organization. To be effective in dealing with vendors, sponsors, partners and athletes we serve, the Creative Manager must view his role in the organization as a calling to maintain and enhance CAF's reputation and brand through effective and respectful communications and the delivery of quality products and services. And with this commitment, be a visible and engaging spokesperson for CAF.

Ability to Travel: Creative Manager must frequently travel to attend and work expos at various partner and fundraising events.

Education and Experience

A Bachelor's degree is required. A major in Business, Marketing, Communications or Graphic Communications is preferred.

Three (3) years of experience in marketing in a creative capacity, or equivalent combination of education and experience is required.

High level of proficiency with MS Word, MS Excel, MS Power Point, Outlook, Keynote or similar online presentation tools. Ability to quickly learn new software and technology is mandatory. Experience in Photoshop, Illustrator or InDesign is required.

Compensation

All applicants are required to list desired salary when submitting a resume.