



JOB SEARCH POSITION DESCRIPTION

Role: Global Advertising & Creative Services Leader

Process: Apply via www.TurnkeySE.com

SUMMARY:

The Global Advertising & Creative Services Leader (specific title to be determined) will be responsible for setting and implementing the creative vision for the brand. This person will be asked to manage both the creative services and advertising teams. The creative services team will serve as the internal creative agency that will develop and own the creative for most consumer touch points including: In-Store POP, fixtures, catalogs, packaging, internal communication, concept shops and all collateral. This person will also manage the advertising agency of record as well as some other agency partners and integrate them into the brand and creative process.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING, BUT ARE NOT LIMITED TO:

- Responsible for the development and implementation of all in-store creative, point of purchase creative, print, television, co-op, events trade shows, internal creative, etc.
- Serve as the leader of in-house creative and advertising agencies.
- Demonstrate strong leadership and ability to work with and across departments.
- Develop and execute global creative advertising campaigns.
- Manage and work collaboratively with outside advertising agency and other agency partners.
- Design and establish innovative retail and point of purchase creative.
- Develop brand and advertising campaigns and associated creative production for new product launches including media plan development.
- Lead the continued development and evolution of the overall brand and guide the ideation, presentation and execution of branding and marketing campaigns and creative output.
- Direct the creative function and advertising team so that the environment, culture, team, capabilities, tools, processes, expectations, work style and other elements support the strategic goals of the overall brand and organization.

QUALIFICATIONS/EDUCATION REQUIRED:

- Minimum of 10 years of experience in marketing, advertising, brand management.
- Experience in sports marketing and/or athletic product marketing.
- Demonstrated creative advertising and marketing campaign creation and execution.
- Retail and in-store creative development experience.
- Previous team and budget management experience.
- Excellent oral and written communication skills.
- Bachelor's degree required. MBA a plus.