

Creative Leader

The **Leader of the Creative Department** is a critical member of the senior leadership team in helping to shape the future of our Agency through creative solutions that allow us to reach the right target with the right message at the right time while forging customer intimacy for our customer's brands. The **Leader of the Creative Department** will oversee the recommendation, integration and implementation of all agency creative output needed to achieve the goals of the agency and our customers while exhibiting core values of curiosity, warmth, and perseverance. They contribute to the agency purpose of helping consumers make better decisions by ensuring that Marriner is delivering strategic, disruptive creative solutions that drive results.

The **Leader of the Creative Department** will lead the Creative team on a day-to-day basis and have accountability for the development of best-in-class digital marketing concepts and execution of best-in-class assets. They have Ownership of all creative (channel agnostic) that goes out the door as a primary enabler of product communication and emotional ownership. They should help develop an undeniable Marriner creative fingerprint that becomes easily identifiable without being "cookie-cutter."

They, along with the VP of Digital Technology, will be instrumental in creating greater integration between the creative and digital teams through role clarity, clear articulation of agency goals and a unified focus on creating smart work that delivers results. In addition, the **Leader of the Creative Department** will work collaboratively with other departmental leaders to build and implement initiatives and operational standards based on the role that creative output plays in the agency and for our customers. This will drive thought leadership on, but not limited to, user experience, user journey, user personas, innovative creative strategies, disruptive creative tactics, target audience triggers and motivators and strategic briefing,

The **Leader of the Creative Department** will inspire others to deliver clarity by consistently demonstrating persuasive skills with colleagues and customers. This role includes successful management of a large team, including career development, resourcing, and hiring. They hold accountability for the profitability of the creative department. They must adeptly navigate internal and external politics. Strong financial understanding, and experience pricing, pitching and winning business is a must.

As a senior leader, this role will play an integral part of positioning Marriner as a leading marketing communications company in the food, beverage and hospitality space. Reports to agency EVP of Brand Integration. Responsibilities of Marriner's **Leader of the Creative Department** are comprised of (but not limited to):

Creative Excellence

- Take charge. Guide the team. Own the process and ensure every piece, from concept through the smallest tactical activation, meets the Client and Agency standards.
- Strategically push the creative integrity of all campaigns and deliverables
- Deliver consistency from target insight to concept to content
- Lead integrated campaign development that works across every medium (print, TV, video, digital, social, collateral, experiential, sales decks, packaging, etc.) and collaborate to identify the most appropriate channel mix for each marketing program
- Work with VP of Media and Performance to facilitate creative's role in developing/reviewing performance metrics and optimizing to achieve desired KPI-driven results.
- Ensure brand message, tone and design standards are consistent across all offline and online channels.
- Be creatively resourceful

Client Engagement

- Serve as a proud ambassador of the agency value proposition to consistently champion the voice of the target audience.
- Offer thoughtful creative perspective to cross-functional Agency teams during account planning and strategic campaign development
- Serve as a Client-facing representation of Marriner's creative vision
- Be fluent in each Clients' business, brand and marketing objectives to create performance-driven work that makes both the Agency and the Client proud
- Help to proactively identify growth opportunities and solutions to challenges our Clients might not even know they have
- Win over a room. Showcase exceptional presentation skills, with an ability to clearly articulate and explain the creative work and your rationale behind it. Evoke excitement and passion with your recommendations.

Leadership

- Guide, mentor, enable and inspire a growing team of creative directors, art directors, designers and copywriters to deliver best-in-class creative work
- Create seamless integration through a positive partnership with cross-functional teams
- Maintain and grow the health and culture of the Agency - a fun and meaningful place to work
- Manage and lead multiple creative teams, while also driving the creative discipline across the Agency
- Foster a culture of curiosity, collaboration and generosity of spirit
- Encourage and empower the Creative department to serve as subject matter experts on the latest creative trends, communication techniques and formats, and effective,

disruptive work with a focus on the food, beverage and hospitality categories through independent study and professional development

- Hold team accountable for properly utilizing strategic briefs
- Develop and utilize a creative presentation template built around the user journey
- Serve as the creative representation of Marriner and our value proposition to internal team members, clients, prospects and industry associates.
- Identify and manage outside creative resources as appropriate and necessary
- Identify additional capabilities that should be added to Marriner's in-house resources and manage the onboarding process through professional development of talent acquisition.

Agency Growth

- Actively engage in senior leadership team meetings to help position the agency for continued growth
- Work with the EVP, Brand Integration to develop motivating new business outreach approaches utilizing existing and new technologies
- Assist with creation of more engaging and trackable RFP responses and presentations
- Study and share best-in-class digital practices in CPG and travel/tourism industries to assist with priority growth opportunities
- Partner with the Client Services team by providing insights and trends to empower their ability to expand existing partnerships
- Help attract and retain top-tier creative talent
- Partner with VP of Production, EVP of Brand Integration and President, as appropriate, to identify Scopes of Work that would benefit from alternate pricing models including, but not limited to, hourly, subscription and tiered.

Key Performance Indicators (KPIs)

- Creative billable fees at or above target of \$109,000/month for FY22. An increase of approximately 18.5%
- Manage total creative department labor to billable fees at or below 50% for FY22
- Successfully sell priority agency offerings/initiatives to existing accounts
- Successful team retention, growth, training, and morale (enter 22 with job descriptions and goals)
- Work that is recognized by local, regional and national industry influencers and prospects
- Campaign performance metrics as determined in job kickoffs