

Creative Director – San Francisco Bay Area North Position Available

Branding & Packaging Design Creative Director, Affinity Creative Group *(Must be experienced in Wine, Spirits and Beer Categories)*

As the **Creative Director, Affinity Creative Group**, you will help shape and drive the growth and development of a three-year-old brand design agency full of experienced, responsible and talented individuals from other respected firms. You'll partner closely with your colleagues to build upon an established reputation for best-in-class creative, getting directly involved in projects, studio management and active promotion of the firm. Key responsibilities include:

Creative Leadership - Internal

- Inspire our seasoned team to excel in the discovery of fresh insight and innovation by sensitively guiding them through the art and science of the design craft, building upon their existing, outstanding talents
- Help the team further unleash their creative potential to help build dynamic new brands for our clients
- When directing creative programs throughout the studio, remain client focused and solution-oriented while honoring the *collaborative spirit of the firm*
- Nurture the creative team's professional growth through individual development plans, active coaching and positive mentorship
- Be nimble, entrepreneurial and team orientated while *maintaining a sense of humor*

Creative Leadership - External

- Partner closely with Directors of Strategy, Client Services and Production in new client development pitches, represent the firm at industry conferences and events, and serve as the creative "face" of the firm
- Collaborate with the Director of Strategy to shape and promote the firm's strategic design philosophy, creative client tools and other intellectual property to help differentiate and distinguish the agency from our competitive set
- Assist Director of Strategy in the crafting of client case studies, on-going refinement of web site, and creation of advertising and other promotional tools
- Deliver engaging and compelling presentations through persuasive storytelling
- Attract and recruit the very finest creative talent, managing staffing as we grow

Client/Project and Studio Management

- The use of *positive, active and clear communication skills* with the Director of Strategy, Client Services, the Creative Team, the Digital Lead, Production Director and the Office Manager is an essential attribute for this role
- It's crucial for this individual to *balance creative output, versus project budget versus overall studio workloads*. Must be able to diplomatically assign and remove design staff from projects as needs shift and jobs progress through the studio
- Must be able to manage costs, outside vendors, consultants and department workflow with grace, diplomacy and a *positive attitude*

Qualifications

- Bachelor of Fine Arts degree in Graphic Design or Package Design
- 10+ years of experience in brand and packaging design for wine, spirits and/or beer categories at an external agency or in-house creative team
- 6 – 10+ years of supervisory/management experience
- Skilled in the use of the Apple Macintosh platform, Adobe Illustrator and Adobe Photoshop at an intermediate or higher level
- Competency in strategic brand thinking and creative problem solving through the use of distinctive and appropriate design solutions that meet clients' needs
- When suitable to the situation and category, developing and promoting unorthodox solutions that respond to client requirements and achieve project objectives
- Exceptional communication skills in both client-facing and team-building situations
- Impressive design-discipline acumen and a solid portfolio of dynamic brand-design packaging and mar-com solutions in the wine, spirits and beer categories
- Thoughtful articulation and rationale of your position on creative recommendations
- Solid understanding and depth of knowledge of the nuance, details and challenges of designing packaging, merchandising and associated materials for the wine, spirits and beer categories; in both on and off premise environments

About Affinity Creative Group

From our unique 'mansion-studio' along historic Officer's Row on Mare Island, California, (situated between San Francisco, Napa and Sonoma), Affinity Creative Group is a branding, design and digital marketing services firm known for collaborating closely with clients of all sizes in wine, spirits and beer categories. The most experienced team in the business, staffed with knowledgeable industry pros, provide smart, creative and effective solutions that attract attention, spark interest and most importantly, win over customers at retail. To apply for this position, please reference this posting and submit your resume and cover letter to:

contact@affinitycreative.com