

## **Creative Director**

As Creative Director you lead a team of graphic designers to develop visual content for all Start Proud events and initiatives across Canada. You will be responsible for managing your team's timelines, ensuring that project expectations are met and ensuring that all branding requirements and style guide requirements are being followed. You will also work closely with the Vice President, Marketing to develop the Start Proud brand guidelines.

### **Core Responsibilities**

- Manage a team of Graphic Designers responsible creating visual collateral for all Start Proud events and conferences throughout the year.
- Develop a style guide for graphics designers to use to ensure a cohesive brand image.
- Work with the Vice President of Marketing and the Executive team to create brand guidelines to ensure a consistent image across the Start Proud ecosystem including our conference micro-brands.

### **Commitment**

- ~10-15 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.
- Frequent attendance at cross team meetings to represent the Creative interests.

### **Reports to**

- Vice President, Marketing

### **Direct Reports**

- Graphic Designer, Conferences
- Graphic Designer, Events