

	<p>Generating and nurturing leads into sales opportunities and creating demand for our customers is what OppSource is all about. We provide an essential connection between marketing and sales that can significantly improve our customer's return on marketing investment.</p>		
Job Title:	Creative Director	Date:	January 2011
Job Description:			
<p>Summary of Position: Reporting to the President of OppSource, the Creative Director is responsible for translating client-centered marketing objectives into creative strategies, designs, and plans. Our Creative Director will manage all areas of our creative services team including graphic design, website development, collateral development, copywriting, online/search/print advertising, and promotions. The ideal candidate will be self-motivated, resourceful, and have impeccable design and leadership skills.</p>			
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Develop a comprehensive and aligned creative marketing plan • Implement creative marketing plan with assistance of project managers • Establish, develop, and maintain creative, conceptual, and writing standards • Foster a creative environment that is conducive to creative development • Manage the creation of marketing collateral, advertisements, and promotions • Set design parameters and stylistic guidelines consistent with our clients' brands • Develop, manage, motivate, and retain creative department staff • Ensure quality creative, editorial content is delivered on time and on budget • Execute integrated online/offline, search engine marketing, advertising, and online brand management and integration with demonstrated results • Experience leading strategic brainstorming sessions, campaign development, creative brief development and directing creative execution • User-centered design, including profiling and usability methodologies • Ability to think creatively within deadlines and pay acute attention to detail • Maintain knowledge of creative marketing trends and best practices 			
Job Location:	OppSource HQ – Mendota Heights, MN	Company Industry:	Online Marketing Firm
Job Role:	Creative – Executive Management	Joining Date:	January 2011
Employment Status:	Full Time	Employment Type:	Employee
Manages Others:	Yes		
Skills:			
<ul style="list-style-type: none"> • University degree or college diploma in creative, art, or related marketing • Highly proficient in Adobe CS5 Design Suite – ability to lead/teach subordinates • Minimum of 5 years experience in leading creative staff (previous experience in high technology a plus) • Exceptional aesthetic sense and intuitive understanding of design concepts and principles • Strong leadership, project management, time management, and people management skills 			

- Passion for art that inspires great design in a team environment
- Ability to develop strong relationships and work well with senior level executives
- Exceptional written, verbal, and especially adept with visual presentation/communication skills
- Able to provide comprehensive portfolio of previous creative designs and work
- Solid business acumen, management, and problem-solving skills
- Domain expertise and experience within the high-technology marketplace
- Highly skilled in Photoshop, Illustrator, Quark, InDesign, PowerPoint, Flash, HTML, HTML5, JavaScript, CSS, DHTML, and knowledge of image optimization software