



RED DEVELOPMENT, LLC

Job Description

Job Title: Creative Manager
Reports To: Vice President of Marketing

A. RESPONSIBILITIES AND DUTIES

Summary

The RED Development Creative Manager will be responsible for all creative assets for the brand and its portfolio of properties. As the lead creative within the marketing function, you will be tasked with designing all visual concepts for the RED brand and 20+ properties nationwide and contributing to the creative development of this thriving commercial real estate portfolio. The Creative Manager oversees the creative strategy and will guide the organization in conceptualizing and execution of visual marketing and will contribute to the positioning and advancement of RED Development and the properties in its portfolio. He or she will partner with our fellow marketers, brokers and functional business leaders to strategize, design and produce materials in both print and digital media, and on-site signage. Sample products include property marketing materials to drive leasing activity at our properties; corporate and property marketing collateral to drive brand awareness and tenant retention; and proposals, presentations, and materials for our new business efforts.

The Creative Manager will demonstrate strong technical design skills and be able to convey complex ideas in a straightforward and visually appealing manner. He or she will flourish in a corporate setting that stresses teamwork, collaboration and quality deliverables. He or she will also work with both internal and external resources as required to ensure the delivery of creative and graphic materials that are both high quality and effective.

Most importantly, the Creative Manager will be able to self-generate outside the box ideas and problem solve. The Creative Manager will also be able to work directly with our partners, brokers, tenants and property teams when needed, to support larger marketing efforts that require a high-level of design skill and acumen. The Creative Manager will also source and work closely with established outside vendors including PR, photography/videography, digital, event, etc. They will be a leader on our marketing team, helping to produce impactful, agency-quality work, and helping to coach others. They will be an ambassador and driver within both our brand, our properties brands and our tenant's brands, advancing industry-leading conceptual thinking and production strategy and workflow in print, digital, environmental/large format and brand identity design.

Essential Duties and Responsibilities

- Design and produce property marketing and leasing materials that align with our target audience profiles and meets our stated business goals.
- Develop materials in both print and digital media across all channels including website, social media, indoor/outdoor graphics.
- Develop strategies, design and produce property-marketing materials to drive leasing activity, encourage tenant retention, and promote property brand awareness. Materials include property identities, collateral, websites, emails, videos, promotional items, signage and other elements.
- Work with local and national partners to foster a strong, consistent—yet flexible—corporate brand identity.
- Conceive and produce innovative solutions for business development materials that align with property specific needs.
- Develop informational graphics to support complex ideas and concepts.
- Collaborate with RED's local and national creative and marketing teams to share best practices and new ideas.
- Establish, maintain and share an internal library of creative marketing materials and approaches throughout the portfolio.
- Strictly adheres to workflow management and quality control methods required for the production of quality work product.

B.

QUALIFICATIONS

- Expert knowledge working in Adobe Creative Suite and various other design software (Illustration, Info graphics, 3D, SketchUp and rendering plug-ins, motion graphics); Proficient in Microsoft PowerPoint, Excel, Word and Keynote
- Working knowledge of digital design software and programming platforms (HTML/HTML5 and CSS)
- Understanding of new development and construction projects
- Ability to work with tight deadlines in a team environment and juggle multiple projects simultaneously
- Strong inter-personal skills and ability to work with a wide range of personalities
- A positive work attitude

Education

- Bachelor's Degree in graphic design, fine arts or related field
- Three to five years' experience in providing graphic design services in a commercial real estate, retail or agency environment

Language and Communication Skills

- Ability to convey thoughts, ideas, recommendations and technical information in a clearly understood and concise manner
- Ability to listen in a way that builds and maintains rapport with internal and external clients
- Excellent written and verbal communication skills

Work Environment

This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and a variety of other technology.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms and requires the ability to occasionally lift office products and supplies up to 20 pounds.

Disclaimer

This is not necessarily an exhaustive list of all responsibilities, duties, skills, efforts, requirements or working conditions associated with the job. While this is intended to be an accurate reflection of the current job, management reserves the right to revise the job or to acquire that other or different tasks be performed as assigned.

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee Name Printed: _____

Employee Signature: _____

Date: _____