

VP Creative Director

Description

Overview We're currently looking for a VP, Creative Director to lead our 9-person design and copy team. Reporting to our CMO, you'll oversee the entire creative process, from ideation to final execution, to ensure that our projects drive business results and align with our brand identity. This role is perfect for you if you love to lead others and collaborate across teams – and have the creative vision, taste level, and performance mindset to drive our brand forward. If this sounds like you, we'd love to hear from you! What you'll do Develop and articulate a clear creative vision that aligns with the brand and company's overall goals and objectives in close partnership with CMO. Lead and inspire a team of designers, writers, photographers and content creators, fostering a collaborative and engaging work environment. Partner closely with the Director of Brand Operations to oversee multiple projects simultaneously, aligning on the scope of initiatives, allocating resources effectively, and ensuring the team meets deadlines for deliverables. Drive the creative development process, from brainstorming sessions to concept presentations, ensuring that ideas are innovative, on-brand, and aligned with marketing briefs. Provide clear direction and feedback to designers and other team members, guiding the development of visual assets that resonate with our target audience. Ensure consistency in brand messaging, visual identity, and tone across all assets and customer touchpoints. Demonstrate a passion and curiosity for the interiors and home textile space. Stay current with industry trends, emerging technologies, and cultural developments, incorporating relevant insights into our creative work to continue to inform and engage our audience. Demonstrate expertise in digital, social, and offline media channels and how creative communications are shifting in the marketplace. Actively lead, mentor, and develop our amazing team; support ongoing career growth within the company. We're looking for someone who brings 14+ years of experience in design (digital and print), creative direction, and brand strategy – omnichannel retail and ecommerce experience is a must 7+ years of people leadership experience with a strong track record of building and leading creative teams to be effective An inherent passion for data, performance metrics, and creative problem-solving, with the ultimate objective of driving business goals forward Track record of evolving brands and taking fresh and innovative ideas from concept to execution; a progressive approach to design and isn't afraid to push boundaries A truly collaborative nature – is solution-oriented vs. frustrated when things aren't working as well as they should be; willingness to work with stakeholders as needed to evolve cross-functional processes A passion for and knowledge of interior design trends Compensation & Benefits At Brooklinen, our goal is to offer a competitive total compensation package which we determine based on specific market data taking into account our company size, stage, industry, and location. The base salary range for this role is between \$200K – \$225K. Beyond base salary, we contribute significantly to offset the cost of health benefits, offer a 401K with a 4% Safe Harbour match, have commuter benefits, and also provide a yearly product allowance. We have 14 weeks of 100% paid parental leave for all new parents, year-long Summer Fridays, a workday that starts at 10 am, four weeks of vacation, and a one-month paid sabbatical at your 5th anniversary. Most importantly of all, our HQ hires receive competitive equity grants. We would be happy to tell you more about this and how to value this part of compensation during our interview process. Why join us? Our team is made up of friendly, funny, welcoming, low-ego, and passionate people — who also happen to be great at what they do. We all know the people you work with can make or break a job and so we go to great lengths to protect this amazing culture. We work hard but are well-rounded and well-rested. Hanging with coworkers is encouraged. So is taking a vacation, getting a great night's sleep (our

Hiring organization

Brooklinen

Job Location

Remote

Base Salary

\$ 72500 - \$ 105000

Date posted

April 26, 2024

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day starts at 10 am), and getting out of here at a reasonable time (we have year-long summer Fridays that end at 3 pm). Care about growth? So do we. Weâre growing, so weâve got tons of exciting growth opportunities for our amazingly talented team. Not the type of place where you wait for your boss to quit before you can get promoted. New projects and business needs pop up every single day, and we always look internally first. Hybrid work – our HQ team has 2 days in and 3 days remote schedule. And donât just take our word for it! Weâre honored to be recognized by various industry tastemakers for the work weâve put into our culture and employee engagement, including accolades from LinkedIn Top Startups (in 2020 and 2021!), Inc.âs Best Workplaces and Forbes Best Startup Employers in America (in 2022, 2023, and 2024!). Everyone is welcome at Brooklinen. Weâre passionate about building a team that reflects the diversity of our community and creating an environment where our differences are celebrated. We invite you to take a look at how weâve done so far and where we know we need to do better. Our Interview Process Initial Interview: Director of Recruiting First Round: Chief Marketing Officer Second Round: Chief People Officer Chief Executive Officer Final Round: Chief Merchandising Officer Meet & Greets: Director of Copy & Editorial Director of Design About Brooklinen Brooklinen, home of The Internetâs Favorite Sheets, was founded in 2014 with one goal in mind: We want you to be comfortable. We believe everyone deserves beautiful home essentials, and our approach to provide these is simple: Create high-quality products using the finest materials â from bedding to towels and everything in between â and offer these products directly to our customers (without the luxury markup!). As weâve expanded beyond the bedroom, introducing bath goods, accessories, loungewear, our Spaces marketplace and IRL retail stores, our goal of keeping you comfortable has remained at the forefront. We take pride in our products and think you will, too: Our sheets, towels and more have received 100,000+ 5-star reviews and been recognized by numerous industry tastemakers such as Apartment Therapy, Good Housekeeping, The New York Timesâ Wirecutter and many more. #LI-MKPlease mention the word **STURDY** and tag RMzUuOTUuNS4xOQ== when applying to show you read the job post completely (#RMzUuOTUuNS4xOQ==). This is a beta feature to avoid spam applicants. Companies can search these words to find applicants that read this and see they're human.

Contacts

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