

Creative Director

Description

Curology makes prescription skincare, at scale. Our technology enables us to connect people with dermatology providers and offer them personalized, unique custom-compounded skincare shipped right to their door. We are a top player in custom skincare – we’ve helped millions of people feel more confident in their skin! We’re looking for a Creative Director with a strong visual design background to join our growing in-house creative team. You’ll partner closely with our Director of IMC, Brand Managers, Social Team, and external agencies to bring our brands to life across digital marketing channels (including paid and performance), brand & product campaigns, print & packaging, retail (e-Comm and brick & mortar), and video. As a creative leader, you inspire and empower teams to do their best work. You’re driven to create visually compelling work, grounded in strategy and insights, leveraging creativity and copywriting to tell a cohesive story. You’re passionate about growing brands for recognition and recall, focused on the long-term goals of the business. You can listen with empathy, explain the “whys” behind decisions, challenge the status quo, and represent your viewpoints with conviction and respect. This role balances the responsibilities of running projects, leading concept development, and rolling up your sleeves to create and work out the details. Whatever the brief, you seek to build an authentic connection with audiences, through the best expressions of the Curology and Agency brands.

About You: You are equally passionate about design craft and strategy. You are detail-oriented while being able to see the big picture. You are a thought partner with internal and external cross-functional teams. You are an excellent and clear communicator, verbally and visually. You exude a can-do attitude and enthusiasm. You are self-aware and humble. You are comfortable with ambiguity, are flexible, and thrive working in a fast-paced environment. You are extremely collaborative and can take and give feedback with a positive and curious attitude.

Responsibilities: Drive excellence in design quality, pushing creative concepts and inspiration, to express the Curology and Agency brands across marketing channels (paid, social, performance), packaging, and brand & marketing campaign. Manage a team of designers and writers across brand and performance marketing, directing and inspiring their work from concept to execution across print, digital, and video. Partner closely with the Marketing and Brand Teams to understand strategy, business goals, timelines, planning, while being a strategic voice for creative. Oversee creative direction and reviews with external partners (agency and freelancers). Translate marketing briefs into creative direction and concepting, ensuring final work delivers on the needs of the business and is on-brand. Participate in and help facilitate Creative and Marketing design brainstorming, ideation sessions, and concepting. Collaborate with cross-functional partners through the implementation phase to realize design vision.

Qualifications: 8+ years experience in creative direction in-house or at creative agency. 8+ years of experience in managing brand, design, and/or creative projects. 8+ years of experience managing a team of creative designers and writers. Meticulous sense of detail. Demonstrates the ability to work confidently and build trusted partnerships with Marketing, Creative, Brand, and Product. Strong visual portfolio and demonstrated experience of creative: brand & marketing campaigns, performance marketing, packaging, brand visual/verbal systems (identity, lifecycle, graphic systems). Ability to understand and discuss business strategy, related to creative design. Excellent communication, presentation, and organizational skills. Excellent in process improvement and identifying opportunities to create sustainable and scalable solutions across a diverse range of projects and platforms. A background in skincare / beauty is a plus, however not required. You’ll Love Working at Curology Because: Competitive salary and equity.

Hiring organization

Curology

Job Location

within United States

Base Salary

\$ 60000 - \$ 87500

Date posted

May 26, 2024

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packages
Company Performance Incentive Plan
Comprehensive benefits: medical, dental, and vision insurance for employees; flexible spending account; 401k; mental health & wellness programs
Company Performance Incentive Plan
\$75 WFH stipend (remote employees)
Home office setup stipend (remote employees)
Minimum Time Off policy (unlimited PTO, with at least 3 weeks off) for exempt employees
11 company observed holidays
Additional holidays: Curology days off (1 per quarter), 1 annual floating holiday (employee's choice), and Gratitude Week (employees take the full week of Thanksgiving off; business critical teams observe different days)
Paid parental leave
Employee donation matching program
Company-sponsored events
Free subscription to Curology or Agencyn
\$123,000 – \$220,000 a year
Our mission is simple: to make personalized skincare accessible and convenient for all. Awarded #3 for 2021 Best Workplaces in the Bay Area and 2021 Forbes #4 Best Startup Employers, Curology is a leader in direct-to-consumer eCommerce and has been featured in Vogue, Allure, Harper's Bazaar, and Business Insider. We collaborate to achieve our goals and strive to embody our core values: Accountability, Team First & Inclusivity. Curology encourages applications from people of all races, religions, national origins, genders, sexual orientations, gender identities, gender expressions, and ages, as well as veterans and individuals with disabilities. We are committed to providing access, equal opportunity and reasonable accommodation for individuals with disabilities for employment. Pursuant to the San Francisco Fair Chance Ordinance, we will consider qualified applicants with arrest and conviction records
Notice to Applicants under the CCPA. Curology participates in E-Verify. Please mention the word ****SUMPTUOUSLY**** and tag `RMzQuODYuMTYzLjE1Mg==` when applying to show you read the job post completely (`#RMzQuODYuMTYzLjE1Mg==`). 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

Job listing via RemoteOK.com