

Creative Strategy Director

Description

OUR STORYQuince was started to challenge the existing idea that nice things should cost a lot. Our mission was simple: create an item of equal or greater quality than the leading luxury brands and sell them at a much lower price. OUR VALUESEVERYONE SHOULD BE ABLE TO AFFORD NICE THINGS. Quality shouldn't be a luxury. We're proud of our mission to bring the world's highest quality goods to people at affordable prices. QUALITY IS MORE THAN MATERIALS. True quality is a combination of premium materials and high production standards. WE FOCUS ON THE ESSENTIALS. From the perfect crewneck sweater to hotel quality sheets, we're all about high quality essentials that bring enjoyment to daily life. WE'RE INNOVATING TO MAKE UNREAL PRICES A REALITY. Our uniquely developed factory-direct model lets us offer exceptionally high quality goods for much lower prices than our competitors. ALWAYS A BETTER DEAL. We believe in real price transparency, for both our customers and factory partners. This way, everyone gets a better deal. FAIR FACTORIES. We are committed to working with factories that meet the global standards for workplace safety and wage fairness. OUR TEAM AND SUCCESSQuince is a retail and technology company co-founded by a team that has extensive experience in retail, technology and building early stage companies. You'll work with a team of world-class talent from Stanford GSB, Wish.com, D.E. Shaw, Stitch Fix, Urban Outfitters, Wayfair, McKinsey, Nike etc. THE IDEAL CANDIDATEThe ideal candidate is a self-starter, problem-solver and successful in combining technology and data into best-in-class outcomes. The candidate is energized by solving complex business problems and consistently effective in making high-judgment decisions at rapid pace amidst the frequent ambiguity that comes with charting a course of action with no precedent. Moreover, the ideal candidate is energized by an environment where strategy, innovation and decision-making are intentionally distributed, where candor, speed and data are highly valued and colleagues at all levels hold each other to unusually high standards on behalf of Quince customers. The Creative Strategy Director will work lead a team of skilled creative strategists, graphic designers, video editors, etc. to create visually compelling, on-brand marketing assets and campaigns. Your focus will be on optimizing performance marketing initiatives across various digital platforms, including social media, display ads, direct mail, and other channels. You will work closely with the marketing team, collaborating to deliver creative solutions that drive customer engagement, loyalty, and ultimately, conversions.

Responsibilities

Team Leadership: Manage and mentor a team of creative strategists, graphic designers, and video editors, providing guidance, feedback, and support to ensure the team's growth and overall success. Foster a collaborative and innovative environment that encourages creativity and excellence in design execution.

Visual Content Creation: Oversee the design and production of marketing assets, including social media, banner ads, press and newspaper, direct mail, and other promotional materials. Ensure that all design work reflects the brand's identity, style, and tone consistently.

A/B Testing and Optimization: Build and utilize data-driven insights and performance metrics to refine design elements for continuous improvement. Conduct A/B tests to identify high-performing design variations and optimize creatives accordingly.

Design Trends and Innovation: Stay up-to-date with design trends, emerging technologies, and best practices in performance marketing and graphic design. Integrate innovative design concepts and techniques to elevate Quince's marketing efforts.

Influencer Management: Partner with the Influencer team to identify talent, negotiate rates & coordinate delivery of products to various models / actors for use in UGC testimonial videos.

Requirements: Minimum educational level: Bachelor's degree in

Hiring organization

Quince

Job Location

San Francisco / Remote

Base Salary

\$ 65000 - \$ 105000

Date posted

June 15, 2024

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marketing, or a related fieldMinimum of 4 years of relevant creative & marketing experienceMinimum 2 years of management experienceExperience in consumer internet companies preferredBackground in graphic design, layout, and typographyProficient with video editing and motion graphicsProficiency in industry-standard design softwareA portfolio showcasing a strong foundation in marketing design, including digital campaigns and brand-focused materialsAnalytical and data-driven with demonstrated ability to work with large data sets, understand key business drivers, and translate insights into actionable and successful strategies and outcomesStrong understanding of performance marketing and how design impacts conversion rates.Excellent communication and interpersonal abilities, with the capacity to collaborate effectively across teams.nQuince seeks to build high-performing teams of people from various experiences and backgrounds who can collectively push our company into new realms. We seek a diverse pool of applicants and consider all qualified candidates regardless of race, ancestry, color, gender identity or expression, sexual orientation, religion, national origin, citizenship, disability, Veteran status, marital status, or any other protected status. If you have a special need or disability that requires accommodation, please let us know.Security Advisory: Beware of FraudsAt Quince, we're dedicated to recruiting top talent who share our drive for innovation. To safeguard candidates, Quince emphasizes legitimate recruitment practices. Initial communication is primarily via official Quince email addresses and LinkedIn; beware of deviations. Personal data and sensitive information will not be solicited during the application phase. Interviews are conducted via phone, in person, or through the approved platforms Google Meets or Zoomâ??never via messaging apps or other calling services. Offers are merit-based, communicated verbally, and followed up in writing. If personal information is requested to initiate the hiring process, rest assured it will be through secure and protected means.Please mention the word **IMMACULATE** and tag RMzQuMjIxLjM0LjE2NQ== when applying to show you read the job post completely (#RMzQuMjIxLjM0LjE2NQ==). 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](https://www.RemoteOK.com)