



Title: Group Creative Director

Location: Charlotte, NC or Salt Lake City, UT

ABOUT ELEVATE SPORTS VENTURES:

Elevate Sports Ventures is a best-in-class sports, entertainment, and brand agency that provides proven and innovative solutions in hospitality and partnership sales, marketing, data and analytics insights, and brand representation to organizations across the global sports and entertainment landscape. Formed in partnership between the San Francisco 49ers, Harris Blitzer Sports & Entertainment (HBSE), Oak View Group (OVG), and Ticketmaster/Live Nation in 2018, Elevate is spearheading the most prestigious and dynamic new stadium and redevelopment projects in the world, including the Seattle Kraken's Climate Pledge Arena, the New York Islanders' UBS Arena, and Co-op Live in Manchester, England. Highlights among 30+ other clients and current projects include the USGA, USTA, St. Louis CITY SC, FIFA World Cup 2022, and EuroLeague Basketball.

GROUP CREATIVE DIRECTOR – OVERVIEW:

The Group Creative Director will oversee all creative & design, content strategy, creative development, production, distribution initiatives across Elevate Sports Ventures. This role drives the consistency, style, voice, adherence to mission, editorial judgment, corporate and brand ethics for all marketing content produced by the organization / for clients with the goal of driving sales, engagement, retention, leads.

As an effective Group Creative Director, this role must provide a clear direction or “road map” for the organization on the role Creative & Content will play in driving sales, sponsorship & any other ancillary revenues.

This role will work collaboratively across key functions – Marketing, PR, Digital, Corporate Partnerships, Hospitality Sales, Business Strategy & Analytics– to craft strategies and creative programming that defines both the brand story and client objectives

Who We Sell To:

- Owners of teams and venues
- Pro Teams – NFL, NBA, NHL, MLB, MLS, XFL
- Non-Traditional sports – Horse racing, Esports, Rugby etc.
- Colleges & Universities
- Leagues and Governing Bodies
- Brands
- Commercial Real Estate Developers, Architects, Construction Managers

RESPONSIBILITIES:

- Define creative vision for multiple accounts
- Responsible for the consistent look & feel of the Elevate brands across all media and branding initiatives
- Develop **and assist with sell-in** of all revenue-generating platforms for Elevate within creative services
- Engages in new business presentations and spec work for potential clients & partners
- Manages the Creative Services team and help develop each position and grow each team member
- Develops standards, systems and best practices (both human and technological) for content creation, distribution and maintenance
- Establishes workflows for requesting, creating, editing, publishing, and retiring content
- Manages projects and provides design direction by working closely to guide and oversee the work of the creative team
- Contributes to the development of the creative team's culture and quality standards
- Build and maintain strong long-term client relationships
- Collaborate with Strategy team to answer client briefs



- Provide conceptual thinking across all mediums
- Present clear and concise ideas to clients
- Provide constructive feedback to the team
- Promote a collaborative and supportive environment based on Elevate values

QUALIFICATIONS:

The qualifications listed below represent the credentials necessary to perform the essential functions of this position. To be successful in this position, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

A. Education and/or Experience

- 7+ years of experience as a Creative in ad agencies and/or creative companies
- 2+ years of experience as a Creative Director, managing clients and leading teams

B. Knowledge/Skills/Abilities

- Situational leader, able to adapt to different working and learning styles, ability to lead and inspire large teams of creative personnel and content creators to achieve company's stated goals
- Skill at both long-form content creation and real-time (immediate) content creation, as well as distribution strategies and tactics
- Highly experienced at structuring ambiguous problems, leading clear work streams, applying sound business discernment, driving projects to on strategy, on-time delivery, within budget
- Passionate about digital/social
- Copywriter background preferred

This position is open to all qualified candidates. If you need assistance or an accommodation due to a disability in connection with the application process, you may contact us at HR@elevatesv.com.

We are proud to be an equal opportunity/veterans/disabled/ LGBT employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. All employment is decided on the basis of qualifications, merit and business need, without regard to race, color, religion, gender, sexual orientation, national origin, disability status, protected veteran status, genetic information, or any other characteristic protected by applicable law.

