

# ***CREATIVE DIRECTOR***



## ***JOB OVERVIEW:***

AREA15 is driven to continue to push the creative boundaries, and we're hoping that can include you, as our newest Creative Director. Leading a team of thinkers and doers, the right creative director will bring a mix of marketing expertise and business understanding to the position, promoting AREA15 and that of our valued clients. We're looking for an experienced manager of people, someone that can inspire others, taking our creative to a new level as we continue to grow. The ideal candidate will have a natural eye for design and a drive to inspire dynamic ideas that connect with all types of audiences.

## ***RESPONSIBILITIES AND DUTIES:***

- Build, lead, and review work of the creative team in the production of all web, print, campaign, and digital marketing collateral
- Lead design and creative efforts for all in-venue execution, from theming of common areas to design of owned and operated physical spaces, working with business owners and operation/construction/fabrication teams to create ground-breaking environment
- Collaborate with the marketing and sales departments in developing marketing material to drive revenue
- Develop internal marketing creative that translate the marketing objectives of all AREA15 business units into clear and motivating creative execution Analyze brand tracking, market trends, consumer need, and the competitive landscape
- Meet budget standards by forecasting and managing expenses
- Supervise a cross-functional team of graphic designers, photographers/videographers, and project managers in the strategic development of messages and deliverables
- Prioritize work and resources across engagements based on short- and long-term needs, establishing production schedules by collaborating with designers, copywriters, and production departments
- Conduct brainstorming sessions with creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner
- Review and approve art and copy developed by the team, ensuring deliverables that effectively address marketing goals and challenges
- Produce fresh, innovative work that translates complex ideas into compelling print materials and digital experiences for visually sophisticated audiences
- Continually explore and understand the world of experiential entertainment, and ensure AREA15 is always a leader in the physical and digital world with respect to creativity and design
- Present, or oversee presentation of final concepts, and obtain approvals for deliverables
- Other duties as assigned

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## ***QUALIFICATIONS***

- 10 years of related experience with 7+ years of creative direction in agency or corporate setting
- A portfolio of creative execution in the physical and/or immersive entertainment space
- Years of experience creating marketing/advertising campaigns from developing vision and the message platform to overseeing production on time and budget
- Understanding and experience creating integrated content across all marketing channels from digital, social media, paid media, mobile, print and physical worlds
- Proven experience with concept development
- Highly skilled with leading a team of creative talent
- Strong creative vision with an understanding of business objectives
- Bachelor's degree in marketing or business, preferred
- Prior experience with copywriting, design, or production, preferred
- Prior project management experience, with a focus on creative direction, preferred

## ***ABOUT AREA15***

AREA15, located minutes from the Las Vegas Strip, is the world's first purpose-built experiential entertainment district offering live events, immersive activations, monumental art installations, extraordinary design elements, unique retail, ground-breaking technology, bars and eateries and much more. With a growing collection of dynamic destinations including [Dueling Axes](#), [Emporium Arcade Bar](#), [Lost Spirits Distillery](#), [Oddwood Bar](#), "[Wink World: Portals Into The Infinite](#)," [Museum Fiasco](#), [Rocket Fizz](#), [Five Iron Golf](#), [The Beast by Todd English](#), [OZ Experience](#) and anchor experience, [Meow Wolf's Omega Mart](#), AREA15 is an ever-changing art, retail and entertainment district attracting locals and tourists of all ages.

For more information visit [www.AREA15.com](http://www.AREA15.com) and follow on Instagram and Twitter: @AREA15Official; Facebook: [AREA15LasVegas](#) and YouTube: [AREA15](#).

AREA15 is an equal opportunity employer and values diversity. We are committed to complying with all federal, state and local laws providing equal opportunities and all other employment laws and regulations.

**TO APPLY, PLEASE FILL OUT OUR [EMPLOYMENT APPLICATION FORM](#) AND ENTER "CREATIVE DIRECTOR" AS THE POSITION YOU ARE APPLYING FOR.**