



## Vice President, Creative Services & Design

Atlanta, GA (Hybrid)

### POSITION DESCRIPTION

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#### SUMMARY

In conjunction with the SVP of Marketing, the Vice President of Creative Services & Design is responsible for the vision, strategy and execution of consumer and trade creative for UP Entertainment and all its brands including the look, tone, messaging and sonic branding of all visual communications across platforms with an emphasis on supporting streaming services and expanding digital-first creative.

This role includes managing a team of art directors, designers and writer/producers as well as freelancers and agency partners, to produce break-through and brand defining and reinforcing work.

Responsibilities include: the creation of visual concepts, compositions, motion graphics, layouts and typography for all on-air, streaming channel and digital promotional elements, including promos, trailers, show opens (as needed), key art, banners, presentations, business collateral, signage, promos, trailers, consumer elements, corporate videos and Ad Sales, Content Distribution and Marketing video presentations.

In addition, the VP, Creative Services & Design works in conjunction with the Brand and Digital Marketing, Ad Sales and Distributor Marketing teams to oversee all promotional and consumer elements for revenue-generating efforts for all UP Entertainment services.

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Guides/approves the strategy, scripts and editorial of all on-air promotion and branding (i.e., original series, acquisitions, stunts, specials, IDs, lower third promotion, etc.)
- Oversees and supervises the execution of all on-air, off-channel and digital design elements.
- Evolves the team culture by taking calculated creative risks, nurturing new and disruptive ideas and producing ground-breaking creative work across services.
- Concepts, writes and supervises production of the services' promotional videos.
- Liaison with production management for booking and coordination of talent and production crews for shoots.
- Leads and/or guides the execution of all promotional elements for CDM, Ad Sales, PR and any other department creative needs (i.e., digital and social media promotion, upfront videos, value-added sales interstitials, cross channel promotion, event and contest promotion, and in-house commercials.)
- Works closely with the Marketing VPs and team members to strategize, execute and implement all overall brand initiatives for all UP Entertainment brands.
- Guides/approves the overall look of all day-to-day visual elements and graphics deliverables for the network. (i.e., promotion graphics, titles and transitions, interstitials, digital banners, show opens, key art, VOD thumbnails, one-sheets, email blasts, presentations.)
- Oversees and guides the visual execution of all design elements both in-house and commissioned



- Develops concepts, storyboards, and is responsible for the visual direction of the services' biggest promotional initiatives (i.e., Subscriber/Viewer Acquisition Campaigns, Launches, Interstitials, Special Programming/Stunts e.g., "Gilmore the Merrier")
- Responsible for the performance, guidance and professional development of direct reports.
- Develops and oversees the annual department budget.
- Sourcing and Direction of outside vendors.
- Oversee prioritization, expense and deadlines of all projects.
- Provide leadership in a senior leadership capacity in UP Entertainment's strategic plans and initiatives.

### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in Communications, Broadcasting or related field, highly preferred.
- 15+ years with streaming TV, cable, network, local television station, ad agency, syndication company or other applicable industry related experience.
- Strong writing and communication skills, advanced production expertise, digital-first creative experience and a thorough understanding of company's marketing branding goals.
- In-depth understanding of fundamental commercial production principles.
- Exceptional creative problem-solving skills and resourcefulness.
- Able to handle multiple projects involving cross functional teams in an efficient manner.
- In-depth knowledge and understanding of the capabilities of latest editing and graphic design products and platforms.
- Ability to write and edit strong, clear and imaginative copy and develop creative and imaginative visual concepts for video/broadcast.
- Ability to oversee shoots, including scheduling, talent directing and production companies.
- Understand and consistently apply services' brand and creative guidelines.
- Understand and consistently apply fundamentals of effective project management and customer service.
- Ability to effectively present concepts and thoughts to others.
- Fundamental and functional communication skills (verbal, written, and listening) to facilitate projects (presentations or creative justification, updates, timelines, budget.)
- Understand and consistently apply corporate and individual brand and creative guidelines.

### **COMPUTER SKILLS**

To perform this job successfully, an individual should have advanced proficiency in Microsoft Office Suite (Word, Excel and PowerPoint). Non-linear software editing skills in "Adobe Premiere" preferred.

### **REPORTS/RELATIONSHIPS**

The Vice President of Creative Services and Design will report to the Senior Vice President of Marketing and lead a team of creatives, writer/producers, and graphic designers.

### **OTHER**

This is a hybrid job role, with a combination of telecommuting workdays and in-office workdays.

The Company has a policy that requires employees who enter our offices be fully vaccinated against COVID-19. Our policy is subject to and complies with applicable law.

### **APPLY TO THE POSITION**

<https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/70152-vp-creative-services-design>