

**Job Title:** Creative Service Manager

**Report To:** Vice President of North American Sales

**Department:** Marketing

**Summary:** Manage, develop, and monitor creative production for visual media: photography, print, video, branding and product marketing materials.

**Description:** Essential Duties and Responsibilities:

1. Development of marketing and sales materials.
2. Supervise the print layouts, video and audio production, graphic design and final proofs.
3. Manage schedules both internally and with outside vendors, photographers, printers, videographers, freelancers, etc.
4. Coordinate, monitor, and operate social media accounts.
5. File and maintain all marketing assets (photos, videos, and documents) to ensure they are properly stored and backed up.
6. Assist with the development of online assets and provide backup with the Content Management System and Social Media Accounts.
7. Prioritize sales literature and creative service support for the sales force.
8. Coordinate ISO updates with Engineering, Sales, and Marketing.
9. Collaborate in the development of new project concepts.
10. Participate in developing strategic marketing direction.
11. Be innovative/Explore different, creative, imaginative, or unique approaches.
12. Monitor and maintain quality standards for Elastec brand by collaborating with various departments.

**Other Responsibilities:** The Creative Service Manager is responsible for managing, developing and monitoring the creative production for visual media: photography, print, video, branding and product marketing. Reporting to the Marketing Director, this position requires exceptional computer skills and online skill, creative writing, a command for grammar, organizational and project management skills, and excellent attention to detail.

**Supervisory Responsibilities:** Although this job has no direct reports, an essential duty for this job is demonstration of leadership qualities during interaction with personnel at all levels of the organization.

**Measure of competency:** At the end of the 90 day evaluation period, the employee must be able to perform each essential duty satisfactorily.

**Qualifications:** The requirements listed below are representative of the knowledge, skill, and ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and or experience:** Bachelor’s degree in marketing, advertising or communication or 4 years related experience and/or training equivalent combination of education and experience.

**Language skills:** This job requires excellent writing skills, and proper grammar usage, the ability to read and interpret documents such as safety rules, sales materials, and related documents. This job requires the ability to write routine reports and correspondence. This job requires the ability to speak before groups of customers or employees of the organization.

**Mathematical skills:** This job requires the ability to apply concepts of basic algebra and geometry.

**Reasoning ability:** The job requires the ability to apply common sense understanding to carry out instructions in written, oral, pictorial, or diagram form.

**Computer Skills:** The job requires the individual to have strong computer knowledge proficient in Content Management Systems, web site development a plus, and proficient with Social Media Platforms

**Certificates, license, and registrations:** A valid driver’s license and insurability are strongly preferred.

**Other skills and abilities:** This job requires attention to detail, the ability to maintain all marketing assists, (photo, video, documents) and ensure they are properly stored and backed up. The CMS must be able to organize the workload effectively by managing several competing priorities and deadlines.

**Other Qualifications:**

**Physical demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee is regularly required to talk and hear. The employee is occasionally required to lift and/or move up to 50 pounds. The employee is frequently required to use a desk top computer and a telephone, to sit and use hands, fingers, eyes and ears.

**The work environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level at work is usually quiet. While in the production facility, minimal exposure to hazards may occur (i.e. fork truck, some exposer to mild chemicals, moderate noise, etc.)

Authorities for decision making:	N/A
Candidate Requirements/Attributes:	N/A
Dimension of the position:	N/A
Problem Solving Characteristics:	N/A
Demands for Influencing:	N/A
Summary:	N/A

Revised: 3/15/2022

Approved: Greg Gibbs,