

# PREMIER SPORTS MANAGEMENT & PREMIER DONOR STRATEGIES

## JOB DESCRIPTION

### Creative Director / Graphic Design

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**Overview:** The Creative Director will play an integral role in the overall branding, positioning, messaging and visual design of our company and its related properties, clients and projects. This position will provide conceptual ideation, creative direction and serve as the lead designer for all brand assets. Will work within a collaborative team atmosphere in building a design plan and timeline for each project. Design elements include, but not limited to, marketing collateral, print materials, websites, digital design elements, social, event design, presentations, templates, advertising campaigns. video graphics and animation.

#### **PRIMARY RESPONSIBILITIES**

This position will serve as the chief design expert across both the sports sector (PSM) and the donor experiences sector (PDS) of our business. While graphic design is the primary focus, the role also includes general creative direction and input into various aspects of our operation.

- Work with team members overseeing events, properties, communications, sponsorship activation and hospitality in design assignments as required by each area, from initial concept through completion.
- Create all design content for the company website(s) as well as websites and landing pages created and maintained for clients, events and projects.
- Handle all design work associated with company-managed events, including development of overall theme art, print materials (invitations, tickets, event program, etc.), marketing materials, digital graphics, still and motion video graphics, stage backdrops, event signage and partner/sponsor integrations.
- Creative director will also work with event director in developing the layout, design and décor of the event site.
- Support all design needs of Premier's sponsorship activation work with corporate clients, including sponsor activation elements and promotional/advertising imagery.
- Create logos and brand standards for Premier-managed events and projects.
- Produce still and motion graphics for digital and social platforms, such as Twitter, Facebook, LinkedIn and Instagram to tell stories and compelling features.
- Assist as needed in video projects, specifically in providing creative direction and design features such as billboards, lower thirds, and integrating graphic images.
- Responsible for creating and maintaining the creative calendar to guide production timelines and scheduling.
- Work with printing facility to coordinate specs, bids and delivery; also inspect proofs for accuracy.
- Assist Premier staff in development of visual presentations (e.g. PowerPoint, Keynote).
- Coordinate library of all visual assets for Premier's brand and all client projects.
- Recruit and manage any freelance contract designers or interns
- Takes ownership in developing and protecting the company's branding, adherence to its brand standards, and quality control on maintaining a strong design reputation.

## **QUALIFICATIONS**

Key personal qualifications for this position include, but are not limited to, the following:

- 5+ years of experience in graphic design and creative direction
- Proficient in Adobe Creative Suite Apps, specifically: Illustrator, Photoshop, InDesign, and After Effects
- Knowledge of video editing software such as Premier and Final Cut is a plus
- Strong knowledge and skill in typography, color theory, current trends and best practices
- Photography and photo editing experience is desired, but not mandatory
- Highly-organized with a system that meets deadlines
- Works cohesively in a team environment of project development and delivery
- Thrives in helping achieve outcomes that exceed goals and expectations
- Places high importance on personal character and moral values
- Ability and willingness to work with a flexible schedule, including evenings and weekends
- Successful completion of a background check

## **COMPENSATION**

Salary: Financial range dependent upon experience and qualifications

Benefits: Medical Insurance – company pays for 100% of premium for employee

Savings Incentive Match Plan (Simple IRA) tax-deferred retirement plan

## **ABOUT PREMIER**

**Premier Sports Management** is a sports marketing and events company that has worked with many of the nation's most prestigious sports organizations and sponsoring brands over the past 25+ years. We focus on creating strategy, developing game-plans and then executing it with excellence. Premier is a full-spectrum provider of services to sports properties, such as leagues, teams, universities, governing bodies and coaches' associations, along with corporate brands who seek to leverage sports partnerships to build business.

**Premier Donor Strategies** helps non-profit organizations grow their ministry and fulfill vision by providing tools that build strong relationships and deeper engagement with key donors and influencers. One of the primary features of this strategy is the development and execution of major donor events, a first-class resort experience that casts vision and inspires donors to make significant commitments to the cause.

## **OUR CULTURE**

The Premier brand and culture is built around the pillars of excellence, trust, teamwork and influence. We seek people who share likeminded values and who want to be part of helping fulfill a corporate vision whose purpose extends beyond finance and is mission-focused.

## **SEND RESUME TO:**

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