

**SE2, the region's leading behavior change advertising and communications agency, is hiring a creative director to join its team of Challengers Creating Change®.**

Our Denver-based team is called to change our world for the better by working at the heart of today's most important and pressing issues. For 24 years, we've created meaningful progress on issues like youth mental health, substance use, early childhood education, women's wellness and environmental issues – to name just a few.

The creative director role at SE2 is a combination of creative vision *and* hands-on management of our creative projects.

The ideal candidate wants to go all-in to support our in-house staff and network of creative specialists by turning audience insights into effective creative campaigns that change people's beliefs and behaviors.

We're also interested in demonstrated experience collaborating with project teams to distill complex issues into simple but effective creative campaigns.

Our ideal creative director brings unique lived experience to our work, a deep passion for creative copywriting and design, and is a champion for elevating diverse and inclusive perspectives in the creative field.

The creative director, who will join our leadership team, will also support us in advancing our goal to become one of the leading behavior change agencies in the country.

SE2 offers generous benefits including:

- Four weeks of paid time off (PTO) and flex time within the first year
- Health/vision/dental/disability benefits
- Hybrid office/work -from -home schedule (SE2 works from the office Tues. & Thurs. only)
- 401k with partial match
- Business development commissions
- Professional development budget for training

If a hands-on creative director role at an established and growing agency that is working to positively affect people's lives excites you, we encourage you to review the [full job description here](#) and then submit a resume, brief cover letter, and portfolio of your work to [jobs@se2changeforgood.com](mailto:jobs@se2changeforgood.com).

**JOB TITLE:** CREATIVE DIRECTOR

**REPORTS TO:** CEO

**STATUS:** EXEMPT

**SALARY RANGE:** \$115,000-160,000

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## SUMMARY

The creative director role at SE2 **balances creative vision and strategy with day-to-day and hands-on participation** in creative campaign development.

is responsible for **developing and overseeing all creative strategy and execution**. This individual works **hands-on** with SE2's staff and subcontractors to develop compelling creative that is used across a variety of channels including paid, owned, and social media.

The creative director **understands how to use graphic design, digital technology, and video to translate audience insights into compelling creative campaigns and content** that engage key audiences and move them to action on vital issues.

The creative director works with team members to ensure all creative is on-strategy and on-brand; the client's vision is created and enacted on-time and on-budget; and SE2's people, processes and technologies are effectively managed to make it happen.

We are an equal opportunity employer, looking for applicants from diverse backgrounds and experiences who can help us effectively communicate with diverse audiences.

## RESPONSIBILITIES

### Creative Strategy (30%)

- Work with principals and senior associates to develop research-informed creative briefs
- Lead groups to brainstorm, concept and create on-brief campaign concepts that communicate to a variety of audiences via various communications mediums
- Confidently present and sell creative concepts to clients; gain necessary buy-in from their key stakeholders as needed
- Collaborate with the director of content to co-create content that brings clients' issues to life
- Collaborate with agency operations and project management teams to craft creative project work plans
- Stay on top of industry trends and work to adapt SE2 service offerings as appropriate, working to ensure we provide cutting-edge creative in our service area

### Team Management (25%)

- Supervise, mentor and direct SE2's creative team, including staff and subcontractors, to ensure we deliver amazing creative while inspiring them to stretch and grow
- Work with agency operations, project management and associate teams to oversee daily tasks tied to creative strategy and campaign production

#### **Creative Production (20%)**

- Support SE2's creative team of staff and subcontractors with the production and versioning of campaign materials (e.g., social graphics, collateral, display advertising)
- Oversee quality of work products (QC)

#### **Agency Leadership (10%)**

- Live and champion SE2's core values of working with purpose, going all in, being curious and resourceful, measuring results, innovating, and advancing equity and inclusion in our field
- Continually push to engage a diverse range of creative talent and advance SE2's creative deliverables
- Serve as part of SE2's leadership team, working with colleagues to brainstorm and make decisions around the agency's current operations and future direction
- Understand project financials to make smart choices about how to service client work while maintaining agency profitability goals and staying within client budgets
- Work with project management team to optimize workflows to improve efficiencies and cut costs
- Work with other directors to anticipate and resolve creative service needs on client projects

#### **Business Development (5%)**

- Work with SE2 leaders to identify and execute business development strategies, helping to prepare for and participate in client pitches for new projects and support new business initiatives
- Support operations and project management teams with project scoping/budgeting

### **REQUIREMENTS**

- Minimum of 5+ years of professional work experience in art direction, creative production management, copywriting or a comparable field
- Minimum of 3+ years of managing direct reports and virtual/remote teams
- Strong leadership and communications skills
- Strong writing skills
- Proficiency in new and emerging creative processes and software applications including Photoshop®, Illustrator®, InDesign®, video editing software, working knowledge of best practices in designing for digital platforms (e.g., websites, social media)
- Experience in integrated campaigns, digital media, and fast-paced production
- Preferred skills include:
  - Working on issues-focused campaigns
  - Strong and diverse network of freelancers
  - Creative copywriting skills

- All SE2 employees must be fully vaccinated against COVID-19 unless employee has a documented and approved medical or religious exemption

## **BENEFITS**

- Medical, dental, vision, disability insurance
- Generous PTO (paid holidays, vacation, sick days, flexible leave days)
- Hybrid work-from-office/work-from-home work week
- 401k program with partial company match, once eligible
- Business development incentive program
- Professional development and training opportunities
- Up to 40 paid volunteer hours per year