



Creative Services Manager

Job Summary:

Visit Annapolis & Anne Arundel County (VAAAC) is seeking a Creative Services Manager. This role will involve producing engaging visuals and innovative projects while overseeing the organization's creative work. The ideal candidate will play a vital role in shaping and enhancing our brand identity by creating dynamic video content and compelling graphics for all marketing materials, ensuring consistent brand delivery. You will manage the creative process from conception to execution, including oversight of independent contractors and freelance designers as needed. This position reports to the Director of Marketing & Brand Management.

Key Responsibilities:

- Independently produce high-quality short-form and long-form video content that conveys our brand identity and showcases our products for both B2C and B2B audiences.
- Provide comprehensive creative support by developing and maintaining branded templates, toolkits, libraries, creative assets, and resources, while also offering training and guidance.
- Oversee the development of diverse multimedia graphics and visual elements, ensuring a cohesive brand identity.
- Compile and create visual stunning presentations, proposals, reports, and dashboards as necessary.
- Oversee the creative project management process for the organization, ensuring a smooth workflow process from initial request to final execution (including kick-offs and wrap-ups).
- Evaluate and enhance creative assets across various platforms. Ensure that all visuals elevate our marketing, branding, and sales efforts to best-in-class standards and messaging.
- Foster a collaborative environment by working closely with a variety of teams/stakeholders on projects, while acting as a backup to the Director in their absence.

- Flexibility to attend events, attractions, festivals, and sponsored activities is required, which will occasionally necessitate filming on weekends, evenings, or early mornings.
- Other duties as assigned.

Qualifications:

- **VIDEOGRAPHY AND DESIGN SKILLS A MUST.**
 - Candidates must have a proven ability to create engaging video content and should have associated graphic design or motion graphic skills.
- 3+ years of professional experience in visual arts, with a preference for experience within an agency or in-house brand management environment.
- Strong understanding of storytelling, storyboarding, typography, color theory, and layout design.
- Ability to manage multiple projects, meet deadlines, and maintain attention to detail.
- Excellent communication skills for effective collaboration.

Salary & Benefits:

This full-time, exempt position offers a hybrid schedule and a competitive starting salary ranging from **\$60,000 to \$70,000** based on experience. In addition, VAAAC offers generous benefits, including 20 PTO days, 13 floating holidays, employer-paid (individual) health, vision, and dental benefits, 401(k) plan with 5% match (after 90 days), basic short-term disability and life insurance benefits (after 90 days), Employee Assistance Program, parking benefits and professional development.

To Apply:

Please send your **portfolio highlighting your past video work, resume, and a cover letter** to HRapplications@VisitAnnapolis.org, indicating "**Creative Services Manager**" in the subject line.