

Marketing Creative Lead

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Company: Stellar Elements

Location: Bogotá

Category: business-and-financial-operations

Marketing Creative Lead:

We are looking for an experienced Marketing Creative Lead to provide our creative team with guidance and ideas to launch impressive new brand and demand generating programs and campaigns for Stellar Elements. You will devise the concepts and strategies for a particular initiative and will drive its creative progress from concept to delivery. You will be a part of the marketing leadership team, and as such your role will span creating internal materials, external campaigns, the Stellar Elements website, and support for client and industry events.

About the Stellar Elements Marketing team:

Marketing at Stellar Elements values well-being, creative expression in both design and technology, and winning together. These are the ingredients that keep our team healthy and strong. We all are committed to showing up each day with:

Respect - We admire and respect each other; everyone plays a critical role.

Excellence - We have an internal drive for excellence in all things.

Innovation - We are always adapting and pushing to be better.

Group Flow - We love creating together and we trust each other.

Self-Directed Responsibility - We get things done with energy, cleverness, and without requiring much oversight. We like coaching, not managing.

We know the business of marketing is at its core a team sport. We choose to play because we love what we do, and we love working with each other. When we win, we celebrate together. When we come up short, we hold ourselves and each other accountable to learn and grow.

In this role, you will set the concept and lead marketing creative excellence and ensure the quality of the final marketing programs, campaigns, brand, and website work. In addition to embracing diverse perspectives, your judgment and decisiveness will enable you to make sound creative calls, balancing business goals with brand integrity. You will be instrumental in elevating our brand identity, campaigns, website, events and working closely with internal and external resources to accomplish this.

Your ability to thrive in a fast-paced environment, while pushing for the increased velocity of quality creative output, will be essential, as you build strong feedback loops. Moreover, you will be responsible for contributing to creative strategy by identifying and explaining the why behind effective creative work. You will continuously optimize and expand creative through various touchpoints to build awareness, engagement, and preference for Stellar Elements.

Stellar Elements is a new brand with an extensive 20-year history that seeks to be recognized for speed to value and innovation in the CX, EX, and UX.

Working with a globally distributed marketing team spanning the US, Colombia, Israel, and Canada you will contribute to the success of a brand that is building its reputation for innovation in design and technology.

In this role you'll get to:

Lead & grow a team of talented individuals responsible for driving creative excellence and marketing performance/innovation. Leading a creative, design, and digital marketing pod based in Colombia.

Play an essential role in aligning Stellar Elements' brand strategy, social, internal marketing, our website and digital experiences (Web Development & UX), and run our marketing pod in Colombia (supporting Production, Events, Communications, HubSpot, Marketing Creative Project Management) to develop and execute outstanding creative campaigns and materials.

Oversee the creative aspects of full-funnel campaigns, lead web design experiences, oversee the development of key executive presentations, and play a critical role in developing and producing industry brand campaigns.

Build brand differentiation in a space ripe for a strong creative sensibility and point of view.

We're looking for a leader who:

Has several years of building and scaling a high-performing team and demonstrates hands-on experience in the craft (e.g., concepting campaigns, design, art direction, etc.) Has experience in professional services marketing and in creating campaigns for industries such as QSR, E-commerce, FinTech, Digital Products and Services, Telco and Media; along with a deep understanding of driving client marketing growth.

Proven ability to design for web and mobile platforms while catering to a B2B CX, EX, UX, product, design, and innovation leaders.

Can elevate our creative standards and up level our brand identity.

Demonstrates a results-oriented mindset with the ability to foster teamwork and inspire creativity in a fast-paced culture.

Is an autonomous and self-directed leader who embodies the qualities we look for in

employees, including humility, empathy, adaptability, and transparency.

Can succeed in a matrixed organization.

Responsibilities:

Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion.

Direct and motivate teams of art directors, illustrators, copywriters etc. to help them use their talents effectively.

Play a central role as the design leader on the Stellar Elements web team.

Revise content and presentations, approve/reject ideas, and provide effective feedback to the team.

Train and guide subordinates into accomplished professionals.

Monitor results of team efforts and propose actions for future improvements.

Requirements and skills:

Marketing or creative portfolio required.

Proven experience as a creative director or in a similar creative role.

Hands-on experience in the creative process, marketing, graphic design, website development, and brand development.

Excellent working knowledge of software.

Outstanding leadership and organization skills.

Exemplary interpersonal and analytical abilities.

BSc/BA in advertising, fine art, design or relevant field; MSc/MA will be considered an asset.

Location:

Work out of our Medellin, Colombia office (hybrid schedule - 2 to 3 days in office)

#LI-Hybrid

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