



## Eighth Generation Job Description

### CREATIVE DIRECTOR

Position title	Salary	Reports to
Creative Director	\$100,000 annually	CEO
Employment status	FLSA status	Effective date
<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time	<input checked="" type="checkbox"/> Nonexempt <input type="checkbox"/> Exempt	

#### Position Summary

The role of the Eighth Generation's **Creative Director** is to shape and oversee the development of new products and product lines, direct the expansion and improvement of in-house production processes, and guide the creation of visual media and brand aesthetic in collaboration with the Director of Marketing while maintaining the brand's uniquely Indigenous approach to business and creative output. The Creative Director oversees and manages the Product Development and Production Teams, and works closely with the Director of Marketing and CEO.

#### Responsibilities and Essential Duties

- Create an overarching annual plan for product development year by year, and oversee each product to ensure its launch is successful and occurs at the appropriate time.
- Architect strategies and directions for merchandising and product experience based on key organizational goals.
- Plan and oversee the creation of all new products from beginning to end with assistance from the Product Development Specialist, including big picture planning, vendor sourcing, artist outreach and communications, artwork development, product sampling, packaging development, approval of samples, product testing, and sustainability assessment.
- Work collaboratively with artist partners and Product Development Specialist to respectfully adapt artwork for product, while maintaining authenticity to the artist's vision. Ensure that all artwork is original to the artist, and final designs meet the artist's express approval for production and retail.
- Form and maintain strong relationships with partners, vendors, and artist collaborators.
- Establish and maintain standards for product quality, including conducting product testing on all new items and assessing the sustainability of all products, minimizing synthetic and/or environmentally harmful materials or production processes whenever possible.
- Establish and maintain standards for all vendors and manufacturers to ensure that they are performing to a high level of quality, ethical business, and minimal environmental impact whenever

possible in coordination with Warehouse Manager. Arrange audits through SEDEX and SGS to assess the 4 pillars of ethical manufacturing for all long-term vendors.

- Oversee the in-house production of products, including Fine Art, Gold Label, and Jewelry to ensure that products made are up to company standards for quality, and work with Leads to improve processes and increase production capacity.
- Work with Director of Marketing and Marketing Teams to plan and oversee the creation of visual media including but not limited to advertising materials and retail store signage.
- Establish and maintain visual brand identity in coordination with Director of Marketing
- Participate in and provide guidance for visual creative output, including photoshoots and photo/video assets.
- Review sales data and product performance and work with CEO to determine when products will be retired and when they should be adapted and improved based on customer feedback and changing trends.
- Provide consultation and design guidance for all additional projects, including custom projects, art installation, brand collaborations, etc.

#### **Qualifications (Knowledge, Skills, and Abilities)**

- Ability to work independently effectively manage a team
- Ability to coordinate staff across a variety of departments and projects
- Ability to problem solve, resolve conflicts, and communicate clearly and consistently with colleagues and team members as needed
- At least 5 years' experience in product development or product design
- At least 5 years' experience using design software such as Adobe Creative Suite
- At least 2 years' experience in a managerial position
- Ability to oversee and manage a large variety of projects simultaneously and create a plan for product development up to a year in advance of the product's launch
- In-depth understanding Eighth Generation's values, business practices, mission, Artist collaborators, and FAQs
- Understanding of the Native experience and the importance of bringing an Indigenous perspective to business and retail spaces
- Ability to pass a background check

#### **Physical Demands and Work Environment**

Constant moving, talking, hearing, reaching, grabbing and sitting for at least 2 consecutive hours. Vision abilities include close vision, depth perception, accurate color perception, and ability to adjust focus.