

BigFish Spirits

Creative Director

Lincolnwood, IL / Chicago, IL

BigFish Spirits is a rapidly growing and mission driven retail startup that connects customers with hard to find craft spirits, shipped directly to their door. By focusing on the small business distillers across the United States, we are helping customers find the best and most exciting spirits. We are taking a revolutionary, technology-first and legally compliant approach to an industry that is ready for change. We are making it easy for fans of spirits to go beyond the typical and drink better whiskeys, rums, vodkas and more.

BigFish was started in 2016 by COO Michael Weiss. The company is self-funded and with minimal outside strategic investment.

The Role

We're looking for a highly collaborative Creative Director who loves driving campaigns, building a brand, and improving process. You'll be expected to solve big problems and small, collaborate with all levels of the organization, lead a team of creative professionals, and build the brand through cohesive and on-message creative. This role is a blend of management, design, mentorship, and marketing.

Reporting to the Vice President of Strategy, this role is based in Lincolnwood, IL through November 1st and in River North Chicago afterwards.

Travel: Occasional local travel between offices

Responsibilities

- You'll be measured on your ability to build our business through consistent branding, workflow management, and leading communications in a unified voice to our customers.
- Help develop and reinforce the customer journey through creative and marketing assets.
- Lead planning, brainstorming, project management, and development of all in-house creative design work across web, video, social, web, print collateral, overall brand identity and more.
- Review for approval any creative work from outside agencies, ensuring consistency to in-house creative.
- Establish a workflow for in-house creative design that allows for pre-planning and adequate review.
- Hire and develop the Creative Services team.
- Identify, hire and manage creative vendor services and other outside collaborators.
- Tailor messages according to market penetration.
- Provide creative support as needed in at least one of following expertise disciplines, preferably multiple:
 - Digital design, especially in marketing assets

- Photography and related editing
 - Videography and related editing
- Lead the development of a style guide and manage any changes.
- Creative, digital, and social trends.
- Lead storyboarding efforts for video production, to be published as advertising and social engagement.
- Partner with your teammates for events, new packaging, branding, and email projects.
- Expect to “wear many hats” during your time here. Growing the business is our job and that comes in a lot of different forms. Other duties as assigned.

Compensation & Benefits

- Salary: \$80K or greater based on experience
- Performance based incentives
- Flexibility and energy of a high performing startup culture
- New workspace in downtown Chicago - starting Fall 2019
- Medical, dental, vision benefits

Requirements

- Bachelor’s degree in design, marketing, art, or another awesome major.
- Experience managing a team with at least 2 direct reports.
- 8+ years of work experience, with a background in Creative Services.
- You have experience managing a day-to-day vendor relationship and a related budget.
- Expertise in Adobe Creative Suite, with the ability to solve common and uncommon design issues.
- Experience developing programs to grow the B2C businesses.
- You’re a problem-solver.
- You love what you do.
- You’re a good person. You are ethical, trustworthy, fun to be around, and respectful to your team.

Bonus Points

- MFA or MBA from a top tier university
- Experience in the wine, beer, spirits industries
- Experience in a highly regulated industry.
- Experience building a brand within a startup environment.

To apply, please send a copy of your resume and a cover letter to careers@bfspirits.com.

BigFish is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, pregnancy status, marital status, military or protected veteran status, genetics, or any other characteristic protected by law. This position is not restricted solely to the

responsibilities or qualifications listed above and the scope and responsibilities are subject to change. Benefits list is only a highlight of some of the benefits offered to team members; eligibility for certain benefits apply.

At this time, BigFish is unable to sponsor a new applicant for employment authorization.