

## **Eminence Organic Skin Care Creative Services Manager**

### **How to Apply**

Please send a cover letter and resume to [careers@eminenceorganics.com](mailto:careers@eminenceorganics.com) with 'Creative Services Manager' in the subject line of the email.

For more information on Eminence Organic Skin Care, visit our website [www.eminenceorganics.com](http://www.eminenceorganics.com), Facebook Page [www.facebook.com/EminenceOrganicSkinCare](http://www.facebook.com/EminenceOrganicSkinCare) and YouTube Page [www.youtube.com/user/eminenceorganics](http://www.youtube.com/user/eminenceorganics).

### **The Application**

Closing Date for applications: 9pm PST Sunday, February 10<sup>th</sup>, 2019

**\*Update on Monday, February 11<sup>th</sup>, 2019 screening & interviews are in process, however, applications submitted immediately are still welcomed and considered.**

*Competitive Salary, Bonuses, Extended Health Benefits, Wellness Program, Product Discounts and Green Transportation Incentives*

**Location:** West Broadway & Cambie, Vancouver, Canada at Eminence's Central Office

### **Our Products**

Eminence Organic Skin Care provides premium products and unparalleled service to leading salons, spas and beauty professionals. Pioneer of the organic skin care movement, Eminence Organics combines more than half a century of herbal craftsmanship and innovation with Hungarian-inspired healing to offer results-oriented treatments. All of our products use only the freshest ingredients known to nature without harming animals or using any harsh chemicals - we pick only premium quality ingredients to craft natural, organic and Biodynamic<sup>®</sup> skin care that is good for the earth and good for the skin. Every ounce of our products receives personal attention throughout production and packaging.

Eminence Organics cares about the environment and integrates sustainable practices into every part of our business including planting a tree for every product that we sell through our [Forests For The Future](#) initiative.

### **Our Company**

Eminence Organic Skin Care is the leading name in the field of Organic Skin Care. Eminence Organics is renowned as the most unique and effective line of natural skin care products on the market today.

Eminence Organic Skin Care has been voted by skin care professionals as "Favorite Skin Care Line" and "Favorite Product Education", both for ten years in a row, as well as "Favorite All-Natural Line" for eight years in a row and is considered #1 for skin care results in the natural & organic spa industry. Additionally, Eminence Organic Skin Care has won multiple ["Best of the Best" readers' choice awards](#) for the best skin care products available, awards that are the most unbiased, prestigious honours given in the industry today.

Eminence Organics has also won multiple Environmental Awards & is a [Certified B Corporation](#)<sup>®</sup>, recognizing the sustainable farming & green practices we use to create our products as well as recognizing the progressive people practices we exemplify in supporting our team-members.

Since the arrival of Eminence Organics in North America, our business has experienced tremendous growth in every major market in North America and has created distribution channels in over 60 countries.

Currently with over 300 team-members worldwide and with thousands of dedicated and loyal spa and salon business partners, Eminence Organics has products which touch millions of faces and bodies across North America and throughout the world each year. Our charitable initiatives, including the [Eminence Kids Foundation](#), impact thousands of lives each year.

### **Our Core Values**

Extraordinary Service, Infectious Enthusiasm, Sincere Respect, Supportive Teamplay, Proactive Reliability, Passionate Dedication.

**Role Summary**

The Creative Services Manager (CSM) is responsible for overseeing the visual branding of Eminence across all Customer touchpoints except for Product Launches which are the responsibility of the Brand & Product Creative Director. Working cross-functionally with key stakeholders in the business, the CSM is responsible for raising the bar on brand assets across the digital and traditional marketing channels while inspiring and motivating a team of designers and copywriters. The CSM will translate marketing objectives into clear creative strategies while ensuring visual brand standards are adhered to along the way.

**Reporting and Peer Relationships**

The Creative Services Manager reports directly to the Director of Marketing & Communications and works closely with the Brand & Product Creative Director as well as the Director of Digital Experience. The CSM will also collaborate with team-members from Public Relations, Digital Marketing, Product Development, Supply Chain, Sales and other parts of the organization, as well as with everyone on the Marketing team. The CSM oversees and supports a dynamic team including two Graphic Designers, the Marketing Print & Production Coordinator and the Copywriter. The CSM will also manage any outsourced creative contractors as needed.

**Roles and Responsibilities**

Duties and responsibilities include, but are not limited to:

**Creative Direction**

- Lead creative brainstorming and concept development for campaigns (outside of product launches) and creative to ensure it meets the brand strategy and business goals
- Oversee design and execution of all branding elements, ensuring consistency and quality across all brands and mediums – reviewing work, troubleshooting issues and providing feedback to creative teams
- Support the evolution and management of our brand guidelines to ensure that Eminence identity remains intact
- Guide the creation of new creative brand concepts that take us outside of our comfort zone and challenge our traditional ways of thinking

**Brand Management**

- Working with the Brand & Product Creative Director and Copywriter, create and maintain a Brand Book for Eminence Organic Skin Care
- Working with the Brand & Product Creative Director, Copywriter, Graphic Designers and cross-functional team-members as required, create and maintain Style Guides as needed. For example: Writing Style Guide, Website Style Guide(s), Packaging Style Guide, etc.
- Ensure the use of brand assets and the adherence to brand standards (tone, voice and visuals) across all project initiatives and all lines of Eminence Organics' business

**Strategic Planning – working with the Director of Marketing & Communications and the Brand & Product Creative Director:**

- Support the execution of the Eminence brand strategy
- Collaborate with key stakeholders to ideate how best to bring our brand to life – as a result of these discussions, Eminence will have a brand book and style guide for traditional and digital channels
- Support Customer journey mapping, ensuring we bring the best possible experience to our Customers and the end-consumer
- Ensure we are connecting the dots between the brand and the relevant messaging at all relevant touch-points

**Digital Marketing**

- Ensure continuity between print and digital by reviewing the Eminence website and providing creative direction as needed
- Work with the Digital Content Marketing Manager to monitor and manage the digital lifecycle of marketing content on the Eminence website

**Marketing Operations**

- Maintain an active Marketing Creative Projects Dashboard and monitor the creative activities within Marketing
- Anticipate resource needs and focus on succession planning including ensuring Standard Operating Procedures are created and maintained for functional tasks within the creative realm of Marketing
- Oversee the budget and resource planning when working with external vendors and contractors on creative projects
- Ensure lessons learned and project successes are documented
- Establish a comprehensive, efficient, and focused process for reporting on Marketing's creative performance and the success of deliverables against business performance metrics

**Team Leadership**

- Support, lead and nurture inspiration in a team of cross functional, creative professionals to deliver the highest quality creative assets
- Manage and cultivate the career development of team-members including designers and copywriters
- Support a culture of innovation and design thinking
- Track quarterly and annual bonuses for direct reports
- Supervise the daily/weekly/monthly workload and coach/train direct reports, team-members and contractors
- Assist in the attraction, selection and training of new creative team-members
- Prepare and conduct annual performance reviews for direct reports
- Discuss performance issues promptly with direct reports and supportively manage the performance improvement process

**Meetings**

- Hold a weekly 1:1 meeting with the Director of Marketing & Communications
- Hold regular 1:1 meeting with the Brand & Product Creative Director
- Hold regular 1:1 meetings with each direct report
- Attend and assist with the Eminence Annual Business Conference
- Attend and/or lead other meetings as required

**Performance Expectations**

- Exemplify Eminence Organics' core values
- Maintain exceptional relationships with all Eminence Organics' Customers (both internal and external), vendors and partners
- Keep commitments and meet deadlines
- Demonstrate passionate work ethic with desire for achieving individual and collective goals
- Willing to work extra hours during busy periods and when requested

**Experience Required**

- Minimum 5 years' experience as an Art Director or Creative Director, with at least 3 years leading a creative team
- An outstanding track record that demonstrates conceptual thinking, teamwork, and impact to consumer in both physical and digital environments
- Strong understanding of consumer behavior and current trends in the retail and digital ecommerce space
- Proven experience concepting and executing campaigns with a strong understanding of the retail Customer journey
- Demonstrated ability to build trusted relationships across diverse range of stakeholders and to work across boundaries to build credibility and influence
- Demonstrated experience in brand governance and management an asset
- Thorough knowledge of information architecture, usability, UI and UX Design an asset
- Experience in Product Launch Management (concepting through to SKU Rationalization) with consumer package goods an asset
- Degree or other courses related to Business, Communications, Fine Arts and/Marketing an asset

**Skills Required**

- Expert in Adobe Creative Cloud (particularly Photoshop, Illustrator, and InDesign)
- Professional understanding of typography including fluent illustration, prototyping and/or multimedia skills
- Excellent project management and organizational capabilities
- Excellent interpersonal skills, including written and verbal communication skills with ability to influentially present information to peers and leadership teams
- Ability to lead and execute in a fast paced, changing environment with shifting priorities
- Commitment to continuous learning
- Ability to think creatively and innovatively
- Exemplary attention to detail
- Computer skills in addition to Adobe Creative Cloud (especially MS Word, Outlook, PowerPoint, intermediate to advanced Excel)