

## Creative Director, Wynford

As an expert presenter and storyteller with a copywriting background, the Creative Director leads the strategy, ideation and execution of innovative communication strategies for large-scale multi-platform/multi-media corporate events. Through ideation, writing and curation, this role will help develop and transform the cultural and business strategies of our clients into effective messaging and experiences that will persuade, convince, and inspire audiences.

The Creative Director will move between the strategic and the tactical, typically working on projects such as: experiential training and culture building, marketing and sales conferences, incentive travel and reward programs, dealer/partner national meetings and product launches. Clients come from across a diverse set of industries including pharmaceutical, financial, and technology.

### Who You Are

- A top performer with a marketing, communications or advertising background and a proven track record of impacting brands through event creative projects
- Passionate about event strategy development and how to effectively communicate to drive revenue and engage an audience
- A succinct and articulate storyteller and present with 6 + years of experience in marketing, copywriting and script writing for stage and video, as well as stage direction and run of show development credits
- Experienced in overseeing creative on event marketing plans, and working with talent - photographers, producers, performers to bring the strategy to life
- A 360 thinker who is a force of positive and insightful energy, who spearheads big ideas and draws out the best from colleagues, suppliers and clients
- Has a deep understanding of performance and installation trends, artistry and technology to create original concepts
- A collaborative team player who understands how to navigate company ecosystems and establish meaningful working relationships-- even in the absence of a direct line of authority
- Education/agency background in Marketing, Advertising, or Communications
- Experienced with any of: digital, theatre, live music, tech innovation, multimedia, hybrid art, performance forms and multi-format video installations would be a huge asset

## What You Will Accomplish Here

- Oversee, inspire and manage Creative Direction on corporate events and across campaigns, elevating and challenging the quality of our concept work and event programming
- Lead internal brainstorms on assigned projects, collaborate cross-functionally with other creative stakeholders.
- Leveraging your superior writing skills, craft and execute compelling storytelling through branded content for our clients
- Collaborate with editorial, marketing, video, experiential, design, photo, sales, account services and event management to drive custom content campaigns, processes and workflows to success
- Foster a thriving, inspirational, and immensely creative work environment through knowledge-sharing, mentoring and consultation

## Who We Are

A corporate events production and management company, Wynford helps our clients strengthen their culture and drive results through the power of transformational live events and experiences. This includes incentive travel, conferences, experiential workshops and everything in between. Oh, and we've been doing it for 30+ years...

If you are interested in this opportunity, please forward a cover letter, resume and an online link to your portfolio to [jobs@wynfordtwg.com](mailto:jobs@wynfordtwg.com) . \*\* Please indicate Creative Director, Wynford in the subject line of your email.\*\*

Wynford welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process. While we thank all qualified individuals for their interest, only those applicants who are invited in for an interview will be contacted directly.

To learn more about our culture and business, you can check us out on [Instagram](#) Our corporate website is undertaking a refresh so please stay tuned...but you can still take a look at our existing [site](#) in the meanwhile!