

LEADERS OF TOMORROW YOUTH CENTER



Position Title: LTYC SHOP Creative Director

Position Summary: The LTYC SHOP Creative Director is a leader within the organization who is an in-tra-pre-neur that promotes innovative product development and marketing with knowledge and experience monetizing and merchandising. Plays a key role in helping to set the long-term vision and creative execution strategy for the LTYC SHOP brand including design concepts, digital content, visual merchandising for events, packaging, and communications.

NOTE: THIS IS A CONTRACTUAL POSITION

Reports to: Executive Administrator

Position Responsibilities:

Paid capped monthly hours for service delivery including meetings, trainings, events, product design, conceptualization, planning, merchandising, marketing development etc.

- Strong understanding of LTYC's mission and vision to use the LTYC SHOP as a catalyst for continued brand awareness and outreach.
- Creative thinker with strong leadership skills and provide exceptional "customer service" to the team, vendor and partners at large.
- Maintain and manage strong vendor and consultant relationships in the delivery of design and production ideas and services.
- Introduce concepts to Executive leadership and articulate how the design solution meets business objectives.
- Work in a fast-paced growing environment involving time-sensitive projects.
- Develop marketing campaigns, visualize and produce content for internal and external platforms.
- Create new ideas for branding, inventory, and marketing.
- Analyze markets and trends to ensure LTYC SHOP brand development is aligned with industry standards, projections, target market and organization goals.
- Evaluate and perform inventory analysis.
- Work with applicable team members to analyze and scale profit margins and inventory costs.
- Influence the customer experience to enhance increased engagement and sales conversions.
- Establish new relationships with local retailers and produce consignment/merchandising opportunities.

- Attend and support with internal and external vending events for promotion and sale of LTYC SHOP products and apparel.

Essential Skills and Experience:

- Bachelor's Degree in Fashion Merchandising, Design, Marketing or a related field.
- Extensive experience with project management and merchandising.
- 3-5 years experience of creative direction.
- Excellent written and communication skills.
- Excellent presentation skills.
- Passionate about fashion and strong fair for design and style.
- Excellent leadership and collaboration skills.
- Strong networking and relationship building skills.
- Ability to thrive in a fast paced, strengths based environment.
- Ability to motivate and lead others in the development and execution of creative projects.
- Service oriented.
- Skilled with problem solving and finding positive solutions.
- Positive attitude, high level of professionalism, enthusiasm and customer service.

Other Job Requirements:

- Reliable personal transportation and must possess a current driver's license, good driving record, and auto insurance coverage
- Ability to relate positively to children and adults.