



Creative Director Job Description

Manager of the creative direction of Catering by Design which includes design, décor, and culinary innovation.

Required:

- Proficient in Microsoft Office programs
- Proven to have experience in the field of innovation and design
- Significant understanding of the event design industry
- Minimum 3 years proven successful experience in a comparable capacity in the event design industry
- Willingness to commit to an average work week of 50+ hours, which may require weekend and evening hours
- Proven management experience of a team – minimum 4 people for a minimum of 2 years

Preferred:

- Experience in an event company with creative as a primary aspect
- Significant experience in event decor
- 4-year college degree

Job Description:

Management:

- Sit on Senior Leadership Director's Team and participate in the weekly management meetings
- Lead and manage Creative Designer, Décor Production Manager, and Floral department
- Manage the creative structure of Catering by design, including décor and menu collaboration
- Creative training for Event Designers and Event Managers on buffets and presentation
- Work with operations team to ensure that build projects meet the specifications and expectations of clients
- Along with Creative Designer, manage the onsite décor team to ensure that all décor production is installed and de-installed per the specifications
- Accountable for all décor budget line-item expenses and profitability

Marketing:

- Work with Director of Sales and Marketing & Graphic Designer to determine collateral needs & website revisions
- Along with Creative Designer, develop décor sell sheets, which will allow the sales team to promote the creative brand
- Plan and assist with marketing events to promote catering and décor brands
- Research industry trends and implement into creative design



- Research the competition and work with Director of Sales and Marketing to ensure that Catering by Design fulfills the vision of the company to be a leading creative catering and décor company recognized for innovation and excellence
- Work with Executive Chef on menu development:
 - Seasonal menus
 - Holiday menu
 - Custom menus
 - New concepts

Sales:

- Increase the Décor brand sales through:
 - Education of the event design/sales team on how to include elements of the creative brand on all events
 - Education of the event design/sales team on how to sell the Décor Brand
 - Along with Creative Designer, consult with the event design/sales team on Décor proposals
 - Develop strategic alliances with vendor partners

Inventory:

- Determine furniture and décor needs for Décor brand
- Along with Creative Designer and in-house carpenter, determine items to be built in house
- Determine appropriate cost calculator and market price
- Documenting Inventory & expanding inventory based on rental needs
- Enter inventory into company software system with photo documentation
- Manage inventory/replace inventory
- Work with General Manager of Operations and Warehouse Manager to remove and replace items