



ROI* VENTURES, LLC
MATTER MORESM

Copywriter / Creative Director

About Us

ROI* Ventures, LLC (*Return on Inspiration) is a strategy firm that works at the intersection of social impact and market opportunity. We help companies, organizations, and entrepreneurs find and grow markets that amplify their social impact and fuel their core business.

Our company is founded on the belief that work aimed at social change must be compelling, fun, fast, muscular and provocative...as well as meaningful. In other words: it should appeal to market demand, not just address social need. By aligning these two forces, ROI Ventures helps good work matter *more*.

About You

Do you have a background as a writer in branding or advertising as well as an awareness of the trends and general culture of the social innovation space? Do you roll up your sleeves and get into the work? Do you love to write? Do you thrive when you're engaged in creative writing and thinking that help take products, brands and ideas to market? Do you love working with a team where multiple disciplines, perspectives, and opinions come into play? Do you naturally bridge the distance between strategy and creative production—between left brain and right? Are you a rising star in your field with extensive experience working with strategists and designers, bringing your writing skills to the forefront? And most important, are you interested in joining a fast paced, growing business where you'll work with some of the country's brightest minds, and biggest hearts? Good. Then we are looking for you.

We are looking for a strategic, innovative, and dynamic Creative Director to help us develop, produce, and deliver our work product to our clients. Specifically, our Creative Director needs to excel at:

Developing Client Products – *Collaborate with our Strategists:*

- Bring innovative and creative thinking to cutting edge project deliverables
- Help turn complicated ideas into clear communication in language attuned with both where our clients are, and where they need to go
- Codify complex concepts and translate them into creative concepts and understandable, effective language (i.e. write the creative brief AND the scripts for our deliverables)
- Lead the creative team in developing products to bring our strategy to market
- Manage creative team budgets and timelines

Additional Responsibilities

- Mentor and delegate to junior staff members while leading the charge
- Communicate issues with an eye towards providing actionable solutions

Here are some other qualities our ideal candidate should possess:

- **Excellent communication skills:** both oral and written. Our company works at the intersection of strategy and communication...and so will you
- **Resourceful, strategic thinking** and creative problem solving: the unexpected happens; it's how quickly and how well you right the ship that's important.
- **Self agency** and an entrepreneurial spirit: we are a lean, focused team. We want players who are eager to do whatever it takes to pick up the reins and move our projects forward.
- A **diplomatic but assertive management** style: sometimes managing a team from multiple disciplines, perspectives, and opinions can get tricky.
- **Strong business acumen:** you will play a key leadership role working with our CEO, Lead Strategists, Senior Project Manager, Director of Business Affairs/Production and Art Director.
- **10+ years experience required.** Places you could come from: branding agency, innovation firm, or an ad agency. An understanding of both the commercial and non-profit sectors (or cause-related world) is crucial. You should have experience working and writing within traditional design and digital media.
- **Demonstrated leadership chops**, especially the ability to lead a creative team.
- Solid **portfolio of writing samples and brand concepts.**
- **Ability to organize and run creative projects without heavy supervision/direction.**

This position will report to the Director, Production and Business Affairs.

Check out our website – www.roinspiration.com

Does this sound like you? If so, please send us your resume with a cover letter that communicates to us what makes you right for this position. Also send your portfolio of work that displays your strong concept development, writing and understanding of brands.

Email To: Email: opportunities@roinspiration.com
Please put *Creative Director* in the subject line