

<p>Company Overview</p>	<p>Spike Brewing started from a simple idea: "How do I make some extra beer money?" From 3 empty beer kegs in a basement to an entire line of brewing equipment, Spike is now an international business with 20+ employees in a 22,000 sq ft facility in Milwaukee, WI. Spike is all about quality; our products, our team and our life in and out of the office reflect that. And let's not forget the company started trying to make beer money, so there is plenty on tap at all times!</p>
<p>Title</p>	<p>Creative Director</p>
<p>Class</p>	<p>Full Time</p>
<p>City/State</p>	<p>Milwaukee, WI</p>
<p>Summary</p>	<p>Spike is focused on 3 things; Innovation, Customer Experience and Education. We're looking for someone to lead the charge in bringing those 3 things to life through our creative work. Being part of a start up environment, you'll work alongside the sales team, engineering, customer service and production to bring new products and projects to life with the upmost impact. You'll be steps away from the warehouse where each one of our products is welded and assembled and be fully immersed in a manufacturing environment. You'll also be plugged into the home and craft brewing culture. We test new products and brew beer regularly to understand how our products work and how the end consumer interacts with our brand and equipment.</p>
<p>Description</p>	<p>We are seeking someone who is hungry to reach new heights in their careers. As everyone does at Spike, this person will wear many hats and not be responsible for one role; a true entrepreneurial mindset is necessary. The main workload will consist of graphic design work, but they must be comfortable with doing work both above and below their current role in their current career.</p> <p>Roles expected of this person include:</p> <ul style="list-style-type: none"> • Graphic Designer • Creative Director • Content Director (lead video/photo shoots) • Visual Web Designer (no coding) <p>Roles/skills that would be above and beyond:</p> <ul style="list-style-type: none"> • Copywriter • Coordinating outside resources • Videographer • Photographer <p>They will fulfil all these roles and lead the creative execution of all marketing/sales materials that end up in front of our potential customers. This includes:</p> <ul style="list-style-type: none"> • Maintaining and owning the brand's voice and visual representation • Leading freelance designers if needed • Creating the front end development of web pages • Being responsible for visual and physical layout and design of any events or tradeshows Spike is a part of • Creating or directing video content as well as take or direct photoshoots (depending on skill level) • Hiring and coordinating any outside creative service help that is needed

	<p>This person will report to the Director of Marketing and work alongside the Marketing Manager, Sales Director and Engineering teams.</p>
<p>Qualifications</p>	<p>Requirements:</p> <ul style="list-style-type: none"> • Bachelor’s Degree in Web Design, Graphic Design, Marketing or a related field or equivalent work experience • 4-10 years of experience working in graphic design with a marketing focus; experience in an agency or collaborative team environment preferred • Past people management experience with a proven ability to lead, manage and mentor junior marketing designers • Exceptional design talent with the ability to strategize, lead and inspire • Confident and persuasive at explaining your ideas • Strong writing skills - all copywriting will be done by this person (Website, social, emails, print ads, banner ads, sales sheets, etc.) • Close ties in owning a client or company’s brand’s voice and visual representation • Any experience with POP or event/tradeshaw booth layouts • Video and photoshoot experience (directing or behind the camera) <p>Bonus points for:</p> <ul style="list-style-type: none"> • Knowing how to brew beer • Enjoying craft beer <p>A portfolio demonstrating strong branding and business applications is required when applying for this position. This should also include any writing samples that are available.</p>
<p>Compensation & Benefits</p>	<ul style="list-style-type: none"> • Salary based on experience • Health, Dental, Vision, 401k • No PTO - Unlimited Vacation; we work under the assumption that you get your work done and work in a truly flexible working environment • Beer on tap • Taking breaks with the shop dog Sampson • Razor scooters readily available to get from point A to point B