

VINTNER'S DAUGHTER

Creative Director

NOT BEAUTY AS USUAL

Vintner's Daughter is not beauty as usual. This beloved brand has spent over a decade upending norms in the world of skincare, setting new standards for performance and inspiring a community of passionate followers.

Drawing from her foundations in fine winemaking in Napa Valley, our founder April Gargiulo applies a novel perspective to the entire skincare formulation process. We move at the speed of quality, proudly releasing only three products over the course of eleven years. Each whole-plant formula is meticulously developed over a span of three to five weeks in a process 66 times longer than the industry standard. At every turn, we choose the highest quality, most effective option—regardless of cost or complexity.

Our company exists to have a profoundly positive impact on our community's skin, their lives and our shared world. We take a stand against words like “correct,” “fix,” “transform” or “anti-aging” and instead nurture joy, confidence and gratitude in our beautiful skin. As a certified B-Corp, we have chosen to be carbon neutral and prioritize sustainability. From our very first sale, we have donated 2% of all revenue to charities supporting women and children.

OVERVIEW OF THE POSITION

The Creative Director will lead all Creative strategy, process, planning and execution for Vintner's Daughter, supplying our team with inspiration and new ideas. This individual will act as a thought partner to our founder and CMO as we chart this next chapter of the brand, translating our vision into a compelling visual world and creating thorough brand guidelines. They will act as both a coach for the Creative team and a player themselves, managing junior designers while owning multiple ongoing projects outright. Projects will include everything from email, social, packaging and advertising to bigger physical activations, event design and execution. The Creative Director will concept, own and execute all photo/video shoots and content creation. They will play a pivotal role in planning our content strategy across all channels, inclusive of both the DTC world as well as our retail environments. They must have a strategic and creative brain, helping to build out plans for partnerships, collaborations and other ways to show up to new customers. Finally, they will manage the Creative team's resourcing, workload, project flow and deliverables, helping drive efficiencies within this process.

KEY RELATIONSHIPS

- Reports to the CMO
- Key Collaborators: Founder, Brand, Editorial, Social, DTC, Stockist, Operations

RESPONSIBILITIES & DESIRED OUTCOMES

- **CREATIVE VISION AND STRATEGY:**
 - Collaboratively build out comprehensive design and creative strategies to bring our Brand Platform to life.
 - Evolve our Brand Book and examine our design systems, brand codes, color palette, art and photo direction, and channel content strategies.
 - Provide a strong point of view on creative strategies and approaches that ladder up to our Brand Platform, making recommendations on what to lean into and what to move away from to ensure our brand comes to life in a way that is consistent, clear and differentiated.
- **CREATIVE LEADERSHIP AND EXECUTION:**
 - Lead our Creative and Design organization through clear communication and hands-on modeling of your vision.
 - Act as player/coach role, providing mentorship and hands-on guidance to designers while executing best-in-class design, art direction, production, and overall creative sensibility.
 - Concept, planning and execution of all high and lo-fi photo shoots.
- **INSPIRATIONAL COLLABORATOR AND LEADER:**
 - Act as a partner and collaborator with our CMO and Founder, helping turn big ideas into concrete plans and clearly communicate them to the team for execution.
 - Act as a leader and mentor to your team, helping them grow to new heights professionally and inspiring them to joyfully do the best work of their lives.
 - Model our core behavioral values of joy and high performance with your work ethic, exacting standards, professional courage, candor and levity.
 - Hire and retain a truly A-level team that is passionate about our mission, vision and values and who are enthusiastic about being a small but mighty team, able to do more with less, and drive toward creative solutions and problem solving
- **BRAND STRATEGY AND STORYTELLING:**
 - Creatively and emotionally share our Brand Platform with the world, building our desired brand reputation and achieving our intentional growth targets.

- Act as a critical thought partner to find cut-through ways to tell our brand story in the world through owned and paid channels, events, activations, partnerships, collaborations and other brand environments.
- Be a powerful brand steward, able to powerfully tell the brand story internally and externally and to ensure the company always honors its mission, vision and values.
- Act as a critical thought partner in building our overall Brand strategies and direction, bringing ideas to the table that connect our Brand with customers across all channels.

QUALIFICATIONS

- Bachelor's degree
- 5+ years of experience leading designers
- 10+ years in graphic design, art direction, creative execution
- Deep understanding of full-funnel channel marketing, with a clear point of view on how consumers engage with brands from top-of-funnel activities (i.e. press, advertising, retail stores, events, social media) all the way down through conversion-driving activity (i.e. paid social, email, PDP pages).
- Experience concepting, planning and executing photo and video shoots, including working with external partners (i.e. photographers, prop stylists, talent agencies, retouchers)
- Experience using Figma, Photoshop, Google Suite, Keynote
- Experience with Asana project management a plus
- Excellent visual and verbal communication skills
- Experience leading creative execution in retail environments a plus
- Enthusiasm for leading and mentoring designers, building and expanding their skill sets and setting the tone for a world-class creative organization
- Thrives in a small environment, focused on growing a beloved skincare brand through deep collaboration, innovation and creative thinking
- The ideal candidate must be located near our San Francisco, CA Headquarters and ready to work in our beautiful Presidio office 50% of the time

Vintner's Daughter is an equal opportunity employer. We are committed to the values of diversity, inclusivity and quality in both our workplace and company culture. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, and veteran status.

TO APPLY

Please submit your resume to careers@vintnersdaughter.com and reference CREATIVE DIRECTOR in the subject line of your email.