

Creative Director

Friends of the Israel Defense Forces (FIDF) was established in 1981 by a group of Holocaust survivors to provide for the wellbeing of the men and women who serve in the Israel Defense Forces (IDF) as well as the families of fallen soldiers. The Israeli Government is responsible for training the IDF and providing them with the necessary tools for their service. FIDF is committed to providing these soldiers with love, support, and care to ease the burden they carry on behalf of the Jewish community worldwide. FIDF is a vibrant and dynamic organization that connects Jews and non-Jews to the State of Israel through the support of the Israeli Soldiers.

The Creative Director is a key senior player in FIDF's Marketing Team, reporting to the Director of Branding and Communications. The position is charged with leading the organization's visual brand identity across the country, from headquarters to the 24 regional offices. The Creative Director will build powerful and authentic campaigns that establish our brand on multiple channels, inspiring action that will ultimately transform lives. The ideal candidate will have unbridled creativity, bold and forward-thinking ideas, energy and enthusiasm, coupled with a commitment to FIDF's mission.

Qualifications:

- Bachelors' degree (or higher) from an accredited 4-year college or university. BFA strongly preferred.
- 10+ years' experience in Art Direction or Creative Direction for non-profit, advertising, marketing, PR or a related field
- An exceptional portfolio of work showcasing attention to detail, branding and marketing expertise, and the ability to translate strategies into compelling digital and print work
- Experience in all levels of creative development, from defining a concept to delivering a final product on time and within budget
- Solid understanding of digital development principles including responsive/adaptive design, user experience and content generation as well as thorough understanding of traditional print and collateral development. Able to lead colleagues from concept to execution
- Ability to synthesize various types of information and present it in a powerful visual manner
- Previous supervisory experience necessary with strong leadership, collaboration and team-building skills
- Excellent communication, team-building and presentation skills are a must as well as strong customer service skills to build and maintain relationships
- Desire and ability to solve problems through creative thinking and use of technology
- Ability to thrive fast-paced environment, while juggling multiple projects at once
- Energetic, creative, able to multi-task, prioritize and take initiative
- Expert knowledge of Adobe Creative Cloud Suite software (InDesign, Illustrator, Photoshop)
- Light knowledge of motion design and After Effects is a plus but not required

Essential Job Duties:

- Lead the organization through a collaborative rebranding process, establishing a fresh and impactful look that will translate to all mediums including print, digital, swag, social media, videos, events, missions, and more.
- Determine visual brand standards for the organization; ensure brand identity is integrated into all mediums and communications
- Work hand-in-hand with the Director of Branding and Communications to conceptualize and design robust integrated campaigns that will help the organization achieve its strategic goals
- Create striking, sophisticated and emotive designs for a wide variety of purposes, including events, promotion, sales collateral, donor proposals and gratitude projects and more.
- Continually evolve the organization's creative direction to keep the brand fresh; grow, learn, and experiment with new and innovative techniques
- Supervise and motivate senior and junior graphic designers, as well as freelance designers, designating workload, establishing and staying on top of production timelines, and meeting due dates
- Manage relationships with outside designers and creative counterparts at agencies, communicating vision, brand standards, and providing clear direction; manage hours according to budgets
- Assign resources to projects, critique work and approve final executions
- Liaise with print and production vendors as needed; manage associated budgets
- Maintain design files in an organized manner
- Establish solid working relationships with department heads and chapter directors (our clients) to understand and deliver on their needs
- Partner with the Director of Branding and Communications to present the creative work of the department
- Performs other duties as requested.

