

## *PRINCIPAL CREATIVE*

**Anticipated selection Oct/Nov 2021**

### **WHO WE ARE:**

Here's the thing you need to know about Brass Tacks—we're about experience. The best experience. Always. What does that mean? It means we deliver beautiful creative and phenomenal service to our clients and we train people through our nonprofit arm, BT Foundry, to be outstanding professionals as they begin their careers.

### **THE BTC CREDO:**

**Quality** - Our work, no matter who will see it in the end, has to be of the highest quality. Our clients deserve fantastic work for their businesses, but our team members deserve that work in their portfolios. There are no corners cut, no recycling, no easy ways out because it simply isn't worth the cost.

**Adaptability** - Because we know that technology, trends, and best practices are fickle beasts, we have to stay agile. As we learn and train our internal teams, our clients reap the benefits of having cutting-edge solutions. With our approach to research and strategy, we push forward with data and input behind us, thoughtful and creative solutions ahead.

**Equity** - As an agency, we acknowledge the severe lack of equity in marketing, advertising, and brand representation. It's not as simple as choosing diverse imagery or sprinkling in Ebonics here and there—it has to be part of the DNA of the business. From our hiring practices and space considerations to our work itself, we're looking to create equity in the way of ethnicity, gender, sexuality, religion, income, ability, and environment. It's a lot and may not be able to change the world, but we have to try.

**Prosperity** - If Brass Tacks is successful, it means our clients and Foundry graduates are successful. It means businesses grow, careers are put in motion, and more people are put on teams that reflect the general public. It means more work is in the market that no one has to apologize for. It means the perception of "green" talent is one of value and possibility, not of risk. Again, we're trying to change the world.

**Levity** - While there's plenty to take seriously, levity is so important. We're staunch believers in the power of jokes, sarcasm, and tactical obscenities. In our office, we play music. We dance. We sing. We find the humor in our mistakes so we can move forward. We help each other de-stress so no one burns out. We celebrate everything from birthdays to new puppies. Why can't you have a good time at work?

## WHO WE'RE LOOKING FOR:

As Principal Creative, you're responsible for aiding in creative direction and hands on work in both design and copy support. You'll be client-facing, working closely with our Account and Project teams to present work and keep projects moving. You'll need to know when to step in and when to stand back when it comes to the creative work. Our Foundry cohorts will look to you for guidance, which could mean questions answered or a quick demo. Our Collective clients will expect your work reflected back in reviews. While not typical, you may have to resize a file or update an image. Someone too worried about hierarchy or says things like, "that's not my job," isn't a fit.

For you to be successful in this role, you have to be a personable dreamer (get lost in thought, but remember your thoughts aren't the only ones there are). You'll need to be self-motivated, but have patience and grace for people who are learning and unsure of how to get started. You need to be a solid designer and have the copy chops to put headlines to your own work. We work quickly and efficiently and where The Foundry has built in learning time, we're off and running as soon as we have the kickoff meeting.

If you're also able to externally process your creative thoughts and speak with confidence, you'll flourish. You can't be afraid of executive leadership, internal or client-side. You can't be easily overwhelmed by multiple assignments and deadlines, or having to multi-task. You will have to maintain trust-filled, friendly relationships with our clients and team, while also keeping boundaries and setting expectations. We are not doormats. We're partners.

## WHAT YOU NEED:

- **Experience** - a degree or certification is great, but not necessary. It's more important to us that you have a great portfolio and you've had agency tenure working in teams.
- **Even temper** - you're an emotional balancer. If someone else is stressed or hysterical, you are the calm one keeping a level head.
- **Mad creative skills** - we need you to be as well-versed in color theory as you are in word associations. Whatever the creative problem, you're ready to jump in and be part of the solution. Need proficiencies in branding, print (including environmental, long-form/book, etc.), interactive, social, promotional (including event/conference, etc.), and packaging.
- **Logic** - from problem-solving to reading between the lines when feedback is vague, you'll employ a lot of logic to provide answers to clients and a learning team. Emotional intelligence, critical thinking, adaptive planning, and attention to detail will be paramount.

- **Optimism** - leave the pessimistic attitude to the Project Managers. Think possibility.

We use Macs, the G-Suite, Adobe, and Project Manager. During your contract, you'll need to provide your own machine, but we'll provide the rest.

**THE BRASS TACKS :**

- **Compensation** - \$80,000-90,000
- **Benefits** - Health, vision, and dental
- **Time** - full-time, 90-day contract to hire
- **Location** - Dallas, in-office Monday-Thursday