



**Company:** Creative Learning Systems, LLC  
**Title:** Creative Director  
**Reports to:** VP, Marketing  
**Location:** Longmont, Colorado or Remote  
**Salary Range:** \$70,000-90,000

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### **The Company:**

Creative Learning Systems (“CLS”) develops and installs engaging STEM and digital media programs for elementary, middle, and high schools, which CLS has branded as *SmartLabs*. These programs align well with the market’s current desire for more student-centered, personalized learning.

Since first creating a technology lab in a U.S. school in 1987, CLS has pioneered STEM and digital media arts programs and a related web-based curriculum in K-12 education. Together with partner schools across the country, CLS has put technology in the hands of students and engaged them with personalized, problem-solving-based learning. While the technologies behind CLS’s learning solutions are ever evolving, the guiding principles remain constant:

#### Engagement

*Why:* Engaged students are more focused in class, have fewer disciplinary issues, build stronger critical-thinking skills, and authentically connect to their learning.

*How:* We engage students in hands-on, project-based learning experiences that support and reinforce academic content—specifically STEM topics.

#### Empowerment

*Why:* Empowered learners become empowered adults who are equipped with the next-gen skills required for post-secondary success.

*How:* We empower students to own their learning and approach challenges with creativity. This helps them develop the confidence needed to thrive in a rapidly evolving world.

#### Experiential

*Why:* When learners use age-appropriate, pre- and professional tools in real-world settings, they're more prepared for college and career.

*How:* Through experiential learning, students connect real-world problem-solving to core academic content, which helps them make more informed decisions in the future.

#### Personalized

*Why:* When learners have voice and choice to determine which projects they want to pursue, they are more intrinsically motivated.

*How:* With open-ended engagements, educators and facilitators collaborate on projects that support their students’ achievement, while ensuring learners can pursue projects they’re passionate about.

#### Collaborative

*Why:* Collaborative learning helps students develop higher-level thinking, verbal communication, self-management, and leadership skills, which prepares them for post-secondary success.

*How:* We purposely build collaboration into our learning spaces. Through collaborative work, learners use critical thinking to make meaning of facts, develop communication skills as they present their learning, and creatively solve problems.

Creative Learning Systems is a rapidly growing company that was recapitalized by Brass Ring Capital (“BRC”) in February, 2017. During BRC’s ownership, CLS has invested heavily in both operations, and infrastructure, and is ready to rapidly scale under the leadership of newly appointed CEO, Ashley Mathis.

### **The Position:**

The Creative Director is both an artist and a scientist. They can think strategically and bring their ideas to life across multiple channels, creating an integrated, consistent, and engaging experience for target audiences. And they understand the importance of analytical analysis and data driven decision making, which is woven into all aspects of their work.

The Creative Director will work together with the Vice President of Marketing to plan, build, and execute against the marketing goals as established through business-level KPIs. The ideal candidate can make both heart and head connections with educators through dynamic storytelling and engaging content while representing the voice, tone, value, and culture of CLS.

The Creative Director will act as an internal and external brand ambassador and is able to collaborate cross-functionally with Sales, Product, Academic Services, and Customer Success Teams with respect to planning, training, and execution of activities.

### **Essential Duties & Responsibilities:**

- Develop innovative media and graphic design assets to support wholistic theme and persona-based campaigns across web, print, and out of home mediums.
- Design and produce high-quality print and digital assets including presentations, videos, white papers, eBooks, brochures, landing pages, advertisements, and tradeshow booths.
- Shepard and evolve the newly established CLS brand and identify opportunities to expand brand reach and depth through progressive visual design, storytelling, and buyer journeys.
- Obtain input from management, ensuring designs meet organizational standards and brand expectations, express ideas accurately, and represent company brands appropriately.
- Work independently and collaboratively on multiple projects with marketing, sales, product, and customer success teams, meeting deadlines and budget constraints across simultaneous projects.
- Update and maintain internal databases of all external and internal marketing collateral, designs, photography, iconography, and video assets.
- Maintain a strong understanding of CLS target personas and design content that speaks to their interests, responsibilities, needs, and challenges; test and collect customer feedback.
- Plan and workshop with marketing team members to build holistic, integrated campaigns and programs for reputation and awareness, lead generation, and sales enablement tactics.

- Establish with Marketing Leadership and track KPIs related to content, design, and audience engagement.

### **Skills & Qualifications:**

The ideal candidate will be entrepreneurial and collaborative with a problem-solving mindset, maintain extreme attention to detail, and be an exceedingly strong communicator and storyteller.

- 8+ years' experience designing wholistic theme and persona-based campaigns for print, digital and out of home mediums.
- Experience with cross-functional collaboration including Sales, Product, Customer Success, and Leadership Teams.
- Experience managing expectations of and presenting to internal and external stakeholders.
- Exceptional presentation, communication, and organizational skills.
- Ability to create a high-energy, fun, and collaborative environment that builds a culture consistent with CLS values.
- Mastery of design and marketing tools like Adobe CS, WordPress, and Google Analytics.

### **Desired Personal Characteristics:**

- Trustworthy; personal and professional integrity in all that they do.
- Viewed as a team player and partner to the business, with open door availability to its people.
- Intelligent and driven to succeed with a high energy level.
- Ability to buy into the mission of CLS to help children and learners throughout the United States.
- Understanding of education curriculum and pedagogies.
- Demonstrates confidence and credibility.
- A bias for action and speed, demonstrating agility and aptitude to the team.
- A competitive spirit and sense of entrepreneurship.
- Ability to contextualize opportunities and decisions within "the big picture."
- A natural command of the details and ability to provide accurate information to leadership.
- Willingness and courage to speak-up with candor.