

J O B D E S C R I P T I O N



POSITION: CREATIVE DIRECTOR
DEPARTMENT: Marketing
STATUS: Full-time/Exempt (On-site)
COMPENSATION: \$70,000-\$75,000 Annually
START DATE: September 2025

ABOUT THE POSITION

South Coast Repertory's (SCR) Creative Director fulfills an important role in establishing and maintaining the company's branding, visual strategy and messaging. With the guidance of the Marketing & Communications Director, they lead the marketing and communications team on a wide range of creative projects including content management, print and digital assets, video, photography, merchandise, signage and branding. They collaborate and advise across all administration departments to help ensure that campaign goals are met, company brand is upheld and that creative assets make appropriate impact. The position leads a team consisting of the Graphic Designer, Website and Publications Manager, and Social Media and Video Manager. The Creative Director supports SCR's mission, strategic goals, and Equity, Diversity, Inclusion, and Belonging core values through their commitment to strengthening SCR's brand visibility and creating new and innovative channels for reaching new audiences.

ABOUT THE ROLE

Graphics & Design

- Lead the conceptualization and creation of key art for each show in advance of the season, collaborating with the Artistic Director, Managing Director and, in the case of world premiere plays, the playwrights.
- Oversee the creation of marketing, fundraising and institutional materials, both print and digital. Designs templates. Advise on project and printing timelines.
- Establish a season "look" and designs season brochures, along with print and digital assets connected to the season and its loyalty marketing campaigns.
- Provide guidance and consultation to the Graphic Designer in the conceptualization and design for Conservatory and Development campaigns, including the annual gala.
- Advise department leaders throughout the company on print, digital, photo and video needs and execute those projects.
- Oversee deliverables for advertising, media and print collateral.
- Design South Coast Repertory merchandise.
- Collaborate with the Artistic/Audience Engagement Associate, Front of House Manager and Ticket Services Director on visual aspects of lobby engagement efforts, merchandising, displays, messaging and point-of-purchase marketing opportunities.
- Engage and coordinate vendors for print, signage, merchandise and other services.
- Establish and maintain a project request process for other departments to submit design and video requests.

Photography & Video

- Brainstorm, manage, approve and evaluate all video projects connected to marketing, fundraising, social media, livestreams, etc.
- Edit videos as needed.
- Oversee photo shoots and video captures of SCR's productions and programs.

- Manage photography and video projects, assessing when they can be captured by marketing staff and when outside service providers should be hired. Coordinate photo and video shoot schedules and deliverables. Train inhouse photographers and videographers in equipment and best practices.
- Curate photo collections for each production for marketing and media coverage, in concert with messaging and in partnership with the Media Representative, Marketing & Communications Director and Managing Director.

Content Management & Editing

- Lead the Marketing team in content management (both print and digital), strategizing to coordinate efforts for achieving income goals and increasing visibility.
- Serve as Co-Editor of the SCR program and advisor for the Theatre for Young Audiences program.
- Contribute to the visual strategy for all marketing campaigns, ensuring synchronicity with messaging and appropriateness to the ad form, collaborating with the Assistant Director of Marketing.

Brand Stewardship

- Lead routine brand assessment efforts. Establish brand guidelines in collaboration with the Artistic Director, Managing Director, Marketing & Communications Director and other key staff.
- Create brand style guide and train staff on guidelines and style. Ensure that brand standards are met and maintained, including but not limited to signage, collateral, website, video and social media.
- Critique and approve all videos and graphics projects, both print and digital, for brand consistency.

Supervising Others

- Oversee the Graphic Designer and Website and Publications Manager, co-manage the Social Media and Video Manager.
- Provide incidental writing as necessary.

ABOUT THE PERSON

Qualities and skills that best serve a Creative Director may be:

- 5-7 years of design experience, with 3+ years of supervisory experience.
- Expertise in typography, digital illustration, layout, video creation, social media and design trends.
- Mastery of Adobe Suite, including Photoshop, InDesign, Illustrator, and Final Cut Pro.
- Working knowledge of photography and videography.
- Knowledge of file preparation for print production and digital assets.
- Excellent oral and written communication skills.
- Ability to work collaboratively, meet deadline under pressure and set priorities.
- Commitment to equity, diversity, inclusion and belonging, and enthusiasm to nurture an anti-racist work culture

SCR CULTURE AFFIRMATIONS

The Creative Director serves as an essential contributor to South Coast Repertory's culture and success by embracing these affirmations:

- **I am a leader.** My actions drive the success of SCR by expanding our impact, building community support, and delivering results for our team. I lead by example.
- **I am a collaborator.** I bring my best, contributing my unique skills fully as we co-create our work. Our interdependent team navigates the unknown together.
- **I am an advocate for an inclusive workplace.** I celebrate the contribution of diverse perspectives. I work to create an environment of safety, support and accountability so everyone can thrive.
- **I am a lifelong learner.** I commit to continuous growth – for myself and of others – by staying current in my field and supporting a culture of initiative and innovation.
- **I serve as a representative of SCR.** I embody SCR's mission, vision, and values in all aspects of work.

WORKING CONDITION

Regular tasks of this position may include:

- Sitting for 5-6 hours at a time
- Extended time working at a computer screen

COMPENSATION

SCR offers a comprehensive compensation and benefits package including a retirement plan with a 2.5% employer match, escalating paid vacation, sick, mental health days and holidays, health benefits including medical, dental, vision, life and long-term disability insurance, complimentary tickets, and paid parking.

TO APPLY

Please submit a cover letter, resume, references, and portfolio link highlighting your graphic design, branding, and video production work to jobs@scr.org.

ABOUT THE COMPANY

Tony Award-winning South Coast Repertory, founded in 1964, is led by Artistic Director David Ivers and Managing Director Suzanne Appel. While its productions represent a balance of classic and modern plays and musicals, SCR is renowned for its extensive new-play development program—The Lab@SCR—which includes one of the nation's largest commissioning programs for emerging, mid-career, and established writers. Of SCR's more than 500 productions, one-quarter have been world premieres. SCR-developed works have garnered two Pulitzer Prizes and eight Pulitzer nominations, several Obie Awards, and scores of major new-play awards. Located in Costa Mesa, Calif., SCR is home to the 507-seat Segerstrom Stage, the 336-seat Julianne Argyros Stage, and the 94-seat Nicholas Studio.

SCR is a proud equal opportunity employer, embraces diversity, and is committed to creating an inclusive environment for all employees.