

# CAREER OPPORTUNITY ANNOUNCEMENT

## BRAND DIRECTOR

EL CAP | EARTH TREKS | PLANET GRANITE



El Cap is one of the largest operators of indoor climbing facilities with 11 gyms in 5 states under the brand names of either Earth Treks or Planet Granite. We're expanding and looking for motivated individuals interested in growing with our company. When our staff aren't outside adventuring or training in the gym, they are sharing their passion for climbing with our amazing members. Presently, we can be found in greater Washington D.C., San Francisco, Denver, Baltimore and Portland.

### JOB SUMMARY

The Brand Director is responsible for leading our creative team with a focus on creating branded environments within our facilities and experiential marketing activations that will ultimately drive member growth and retention for El Cap. The Brand Director will shape the vision and strategy that will bring our brand to life, delivering this experience through all aspects of the organization by partnering with our marketing and retail directors and cross-functional groups to align on brand expression and creative strategy. This position reports to the Chief Marketing Officer and currently has responsibility for a remote team of three creative professionals and is based out of our head office in Engelwood, Colorado.

### JOB RESPONSIBILITIES

- + Create and execute the visual design for our community-based environments
- + Define and execute brand vision across a multi-channel platform that drives member growth and retention in alignment with El Cap's mission, vision and values.
- + Successfully lead, mentor and manage the creative team bringing out the best ideas and fostering teamwork
- + Oversee, inspire and foster a thriving, inspirational and creative environment
- + Collect inspiration and ideas and share with the team on a consistent basis through meetings, brainstorming sessions and e-mailed communication
- + Oversee the creative process as it relates to brand marketing from concept to execution
- + Oversee the creative team in the design and production of all marketing collateral
- + Collaborate with cross-functional groups and leadership to coordinate on appropriate projects for creative development

### JOB REQUIREMENTS

- + Embodies our core values of Innovation, Partnership, Passion, Integrity and Inclusion.
- + Bachelor's degree in one of the following: environmental, retail, interior, exhibit or experiential design
- + 10+ years practical experience in environmental, retail, interior, exhibit or experiential design, including 3+ years in a leadership role
- + Have a strong background in brand development and implementation with a proven record of creative execution, leadership and working across multiple disciplines
- + Strong creative ideas through to execution, with experience in creating branded environments
- + Must be highly proficient with current versions of Adobe Creative Suite, SketchUp (or equivalent), and familiar with a wide range of other design, web and multimedia software applications.
- + Portfolio of work demonstrating media, physical space, digital and print design experience
- + Travel is required
- + Ability to mentor and work with remote teams

El Cap is an Equal Opportunity Employer encouraging diversity in the workplace. All qualified applicants will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status or marital status.

## **TO BE CONSIDERED**

Please email a resume, cover letter and application to:

**Charlotte Bosley**

**CHIEF MARKETING OFFICER**

[charlotte.bosley@el-cap.com](mailto:charlotte.bosley@el-cap.com)