



## Creative Director San Francisco

### **About Tipping Point Community**

Tipping Point fights poverty in the Bay Area. We screen non-profits rigorously to identify and invest in the most effective organizations working to educate, employ, house and support those in need. Once in our portfolio, Tipping Point grantees have access to unrestricted funds and risk capital, and receive assistance in critical areas like communications, strategy, legal services and technology. In addition, Tipping Point looks for opportunities to partner with the public sector to leverage our impact for the common good. Since 2005, Tipping Point has raised more than \$150 million and helped put 23,000 people on the path out of poverty last year alone. Our board covers 100% of operating costs, so every dollar donated is invested where it is needed most. To learn more about Tipping Point, visit our website at [tippingpoint.org](http://tippingpoint.org).

### **Values**

Tipping Point's core values are at the heart of everything we do and we look for individuals who share our commitments:

- **We are one community.** We believe that the responsibility for fighting poverty belongs to all of us.
- **We serve.** Our approach is humble and respectful. We exist to meet the needs of others.
- **We celebrate generosity.** Every gift counts, whether big or small.
- **We get results.** We are relentless in the pursuit of our goals. We hold ourselves and each other accountable.
- **We are always learning.** We are risk takers. We commit to facing our challenges as we support solutions that last.

### **Position Overview**

Tipping Point Community seeks a visionary Creative Director who's just as passionate about storytelling and content creation as they are about changing the landscape of poverty in the Bay Area. The Creative Director will leverage their creative and management experience to guide the development of Tipping Point's full suite of communications tools - from speeches and graphic design to digital engagement and film. The ideal candidate has demonstrated success executing multi-channel communications campaigns as well as motivating and guiding teams to rise to unexpected challenges. S/he has a strong writing background and is skilled at championing design and production of communication assets from start to finish. Most importantly, s/he will bring a relentless hunger for translating the complexity of poverty into messaging, visual design and stories that emotionally connect and drive action. The Creative Director reports to Managing Director, External Affairs and supervises a team of communications professionals and consultants.

### **Responsibilities**

- Leads the creative team in the production of all communication assets
- Manages the "look + feel" of Tipping Point's brand
- Oversees the evolution and adherence to design standards
- Guides the organization's storytelling voice to persuasively resonate with a diverse range of audiences and stakeholders
- Owns deliverables, timelines, and budgets
- Promotes stellar communications, presentations, and problem-solving
- Brings a fresh perspective and the keen ability to execute throughout the creative process
- Translates campaigns into multi-channel assets
- Serves as a passionate ambassador of Tipping Point's creative vision
- Works closely and effectively with cross-functional project teams
- Reviews work, troubleshoots and provides feedback to team members
- Remains actively involved in hiring and training creative staff
- Manages and cultivates the career development of staff members

**Qualifications**

- Ability to manage multiple projects at one time to meet aggressive deadlines
- Bachelor's degree in marketing, communications, public relations, or fine arts preferred, or the equivalent professional experience
- At least 7 years of leadership experience overseeing teams of creative and/or communications professionals
- Experience in an agency environment such as marketing, advertising, or PR a plus
- Strong work portfolio with demonstrated examples working across multiple communications channels
- Elevated soft skills that inspire creativity and compassion; works well with different personality types
- Exceptional writing and editorial skills
- Ability to thrive in a fast-paced environment
- Initiative, enthusiasm, and willingness to pitch in at all times
- Sense of humor a must
- Strong team player who also works well independently
- Commitment to Tipping Point's mission and values and ability to operate with the highest degree of integrity in representing the organization
- Ability to handle sensitive information in a confidential manner

**Salary and Benefits**

Tipping Point offers a competitive salary, commensurate with experience and skills, and excellent benefits. We are an equal opportunity employer and welcome a diverse candidate pool.

**How to Apply**

Please submit a thoughtful cover letter explaining your interest in Tipping Point Community and where/how you found out about this career opportunity. Email the cover letter along with your resume to [recruiting@tippingpoint.org](mailto:recruiting@tippingpoint.org). Please write your name and the title for this position ("Your Name – Creative Director") in the subject line of your email.