

# Content Director Description:

## About the Position:

Based out of the “CTC South” office just blocks from the beach in Oceanside, California, the CTC Content Team is a small group of talented production creatives who bring the spirit of joy, authenticity, and storytelling to the content we create for our clients. We're athletes, surfers, caffeine lovers, and dog owners, and we bring our own passion, insights, and dreams to our work. We're the type of people who are struck by creative ideas in the middle of the night and can't wait to share them.

The Content Director is the creative quarterback for a group of passionate storytellers. Working closely with the Executive Creative Director and Producer, you will successfully ideate, develop, pitch and execute a creative vision in support of brand objectives. Your ability to define and guide a vision from concept through completion is key, even among shifting expectations and deadlines. In your huddle, you'll have the support of an all-star line-up of pre-production players and post-production veterans. Your unique skillset allows you to pitch clients, orchestrate talent, inspire fellow creatives, and anchor your support team as they unite around a common vision of meaningful storytelling.

**ELEVATE** | You are essential to curating the customer journey through content storytelling. You inspire creatives to buy into the core creative vision approved by the brand. You'll be sourcing new ways to elevate the content we deliver.

**EXECUTE** | You innovate when constraints appear – resources, timing, budget. Your production savvy allows you to make on the fly decisions on-set and in the pitch room. You enjoy technical execution challenges and see them as an opportunity for skill development and creative growth. You have equal enthusiasm for productions large and small and you're as comfortable running large 20+ crew production sets as well as nimble run and gun approaches. You're confident in executing the bottom line and capturing the story.

**ORCHESTRATE** | Your awareness of essential key players brings creative projects to life as you bring people together and develop team collaboration. You're comfortable commanding a room without demanding the room.

**INNOVATE** | You love “winning” for brands and continue to innovate the formats, methods, aesthetics and creative potential as you deepen client relationships and drive overall success.

## About You:

We hire for effort and interest at CTC and we're looking for a visionary, charismatic, and imaginative Content Director to join a fun and growing team at our exciting content agency:

- 3–5 years creative agency and/or production company experience
- 3-5 years experience as an editor, director of photography, or creative director
- Must be fluent with the Google Suite, FTP platforms, Mac computers
- Proactive, energetic, self-motivated with a 'can-do' attitude
- Meticulous attention to detail while striving for creative excellence

Bonus:

- Ability to articulate creative concepts to non-creative brands
- Former Founder or Owner of a Production Company