



Head of Creative – Social Media

Maverick Content Studio is a full-service social media agency for travel and entertainment brands. We help best-in-class brands show up everywhere their fans are, 365 days a year, with content that makes people stop, feel something, and share.

We're looking for our **Head of Creative**, the person who owns the ideas, the craft, and the standard for everything Maverick makes.

This is the top creative seat at the agency, reporting directly to the CEO. You'll set the creative vision for the entire studio, be the final bar on quality for every piece of work that leaves the building, build and lead the team that makes it, and sit on the leadership team helping decide where Maverick goes next.

What you'll own

The standard for creativity and ideation. You raise the bar on everything from the monthly content that keeps brands alive to the big ideas that break through — campaigns, platforms, and earned moments people actually share. You set the standard for great at Maverick: social-first thinking that stops the scroll, earns fans, and gets talked about. And you let what performs sharpen what's next.

Expert brand and marketing creative leadership. You're a marketing creative leader who knows how creative builds brands and drives business, and you bring the craft to match: best-in-class decks, tight brand systems, work that's on-strategy every time.

Next-level creative production and design. You will lead our talented creative team of producers, writers, shooters, editors, and designers, from concept to delivery. Nothing ships that isn't best in class. You know when to plus up with cinematic production and when to go raw or meme down for some viral meme-style content.

Team leadership. You build and lead the creative team. You hire and source the best social-first creatives around— internal and freelance — and get their best work out of them with clear

direction and honest feedback. The creative team grows because of your coaching and direction.

Executive agency leadership. You take a seat at the leadership table: what work we take and what we pass, where creativity goes next, and how we build to get there — including the creative playbooks that help us scale without dropping the standard. You partner with our PMs and social strategists, represent creative to our biggest clients, and lead the creative on new-business pitches.

What you bring

This is a senior leadership role, and the bar is set there:

- **10+ years in creative**, including significant time actually *leading* a creative function or team, you've owned the creative product, not just executed on it.
- **A portfolio that proves both sides:** best-in-class brand and design craft *and* high-performing, social-first video and content. Not one or the other.
- **A track record of building teams**, hiring, mentoring, and sourcing top-tier internal and freelance talent, and giving the hard feedback that makes work better.
- **Executive judgment.** You can look at an opportunity and know whether it's right for us, price the creative ambition against reality, and connect creative decisions to business outcomes.
- **Deep fluency in social and digital** platforms, formats, storytelling, and what actually drives engagement (YouTube, IG, TikTok, X, podcasts, and whatever's next).
- **Command of the craft and the tools**, and the ability to art-direct the people using them (Adobe Creative Cloud, After Effects, Frame.io, etc.).
- **Exceptional executive presence:** you pitch bold ideas and win the room, with senior clients and internally.

Our culture

We live by three values. For this role, they look like:

- **Keep Maverick Hungry.** Entrepreneurial spirit: you think differently and get great work done.
- **Keep Maverick Humble.** No ego, all craft. Good judgment, here to win together.
- **Keep Maverick Radical.** You never take yourself too seriously while doing best-in-class work.

Why Maverick

- **Comp:** \$120 - 140k annually + annual performance bonus
- Flexible hours with an emphasis on a results-driven culture

- 4 weeks paid vacation + 14 paid holidays including Christmas week
- Annual professional development reimbursement — courses, conferences, and more (\$500)
- Annual fitness and wellness reimbursement — equipment, shoes, membership, etc. (\$500)
- A strong, purpose-filled culture with regular team events and activities
- In-office Tuesdays and Thursdays at Maverick HQ in Winter Park, FL, plus client shoots as needed. Some light travel for shoots.

TO APPLY: Head over to <https://tinyurl.com/Maverickcareers>