



**Job Title:** Creative Director - Social & Content

**Overview:**

We're Maverick Content Studio—a social and content agency helping the world's best brands connect with the next generation of fans.

We're looking for a Creative Director to help us build something special. This isn't just another agency CD role. We need a modern social and digital-first storyteller to create content that makes people stop scrolling and start engaging with a focus on short and long-form video. You'll lead a team of creators and makers who come up with great ideas, and are passionate about social and digital storytelling.

At Maverick, we're not about big-brand TV ads that no one cares about. We craft compelling, fast-moving short and long-form content designed for social—operating more like a media company than a traditional agency.

We're building the agency we all want to work at: a place that's hungry, humble, and radical. We want leaders who don't just want a job but want to create something meaningful. If this sounds like you—or someone you know - let's go.

**Responsibilities**

- Oversee the execution of social media content across platforms, from concept through delivery, ensuring that the content is timely, engaging, and optimized for each platform's unique audience.
- Lead creative ideation, content capture, and editing of client activations to ensure our client's brand remains at the forefront of pop culture through its social media content.
- Inspire and manage a team of creatives, while providing clear and actionable direction, constructive feedback, and support to help the team deliver their best work.
- Responsible for collaborating with clients and stakeholders, presenting creative concepts.
- Think strategically with executional excellence while balancing big-picture client ideas and goals with on-the-ground content production,
- Maintain strong communication and storytelling abilities, with a knack for crafting content that connects emotionally and authentically with audiences.
- Attend regular brainstorming sessions and present bold ideas across our range of clients for new and ongoing activations.
- Work with the social media strategy team to respond to performance of creative assets, understand and react to engagement metrics.

- Manage a team of creative designers, videographers, and creators internally, and manage all external portfolio of freelancers.

### **Preferred Qualifications**

- 8+ years of Creative experience focused on social media with a proven track record in a Senior Creative Leadership role
- A diverse portfolio showcasing innovative, high-performing digital storytelling.
- Deep understanding of social platforms, storytelling formats, and audience engagement strategies.
- Proven ability to lead teams, mentor talent, and foster a collaborative, inclusive environment.
- Exceptional communication and presentation skills, with the ability to pitch ideas confidently to clients and internal teams
- A passion for hands-on work, from concepting to designing, writing, and producing content.
- Strong organizational skills to manage multiple projects in a fast-paced environment.
- Obsessed with speed and quality, able to push for great work while adapting to tight deadlines and evolving priorities.

### **Requirements**

- No ego - all fun!
- Is a and self starter who doesn't have to be told what to do
- A fun and positive team player who fosters a positive team atmosphere.
- Deep knowledge and passion for social media, YouTube, Podcasts, IG, and Twitter or (X)
- Have a creative eye for what looks modern and fresh in a social-first environment
- Desire to be a part of a fast-moving, fun startup environment
- Entrepreneurial spirit and a growth mindset are a must.
- Proven track record of successfully managing and growing client accounts
- Familiarity with all content creation tools (e.g. Adobe Creative Cloud, After Effects, Frame.io etc.)
- Be in office on Tuesdays and Thursdays and available on client shoots as needed.
- Some light travel may be required for client shoots

### **Why Maverick**

- Comp: \$120k+ annually & Annual performance bonus
  - You will grow as Maverick grows! 😊
- Flexible hours with an emphasis on a results-driven culture
- 4 weeks paid vacation + 16 paid Holidays + off Christmas week :)
- Maverick HQ is in Winter Park, FL, we are in the office on Tues and Thurs
- Annual professional development reimbursement (courses, conferences, and more, \$500)
- Annual fitness and wellness reimbursement (equipment, shoes, membership, etc., \$500)

- Strong purpose-filled culture with regular team events and activities

**TO APPLY:** Head over to <https://tinyurl.com/Maverickcareers> and click some buttons!