



# JUST VERTICAL

## Creative Specialist

### Positional Overview

<b>Job Title</b>	Creative Specialist	<b>Position Type</b>	Full-Time (contract)
<b>Job Location</b>	Remote-Online	<b>Employment Category</b>	Marketing
<b>Remuneration</b>	<b>\$19/hour- Job role is dependant on funding</b>		

### Job Description

**(hint: read the why you're our next Creative Specialist section first)**

At Just Vertical, we're in the process of rapid growth (figuratively and literally). The majority of that growth is fueled by getting our gardens (the AEVA & EVE) out to aspiring growers via our eCommerce store located at justvertical.com.

We're looking out for an individual to fill a role to drive growth through our eCommerce store by producing amazing visuals (digital ads, ebooks, website designs) that we will publish through various marketing channels to communicate our value(s) to both current and prospective growers. **Bonus: our values are amazing and super easy to communicate because we're helping the world grow fresh, sustainable food at home.**

What sort of creatives are we talking about? Our new Creative Specialist will assist and be responsible for ideating and creating digital advertising designs, our new brand guidelines, social post designs, internal and external documents, website UX/UI designs, and more. **Basically, all the fun stuff.**

As Just Vertical is entering a growth mode this provides a significant opportunity to pioneer and build an overall design strategy that could drive the adoption of sustainable indoor gardening technologies for years to come. This really is an opportunity to do something lasting (not sit at the bottom of a large organization and have little influence).

This will require creativity and some trial and error as this is a new type of product that many prospective growers are not already familiar with.

The initial first weeks will focus on working to familiarize yourself with the company, its mission and your goals as an employee of Just Vertical. From there, you will work with the Head of Marketing and Growth to fill some immediate need gaps including familiarizing yourself with the existing marketing tools being used, learning the process of design creation for campaigns, and starting to strategize how we build creatives moving forward.

## Why You're Our Next Creative Specialist

- **You want to work in a fast-paced environment** - things move quickly in a startup. You're comfortable wearing many different hats and problem-solving without a huge amount of direction
- **You live and breathe the adobe suite (or similar industry-level software tools)** - whether it's in your spare time or in previous work experience, you have **extensive experience in particular using InDesign, Photoshop, Illustrator, and any other tools in the Adobe Suite (or of any similar equivalent tool)**
- **You love plants, sustainability, and the natural world** - our entire team is focused on trying to make the world a greener place. That should also motivate you above all else.
- **You're excited about this role** - you're going to call your mom after you've applied for this role because this job is for you
- **You're always crossing tasks off** - a great deal of this position will be about project management and managing stakeholders. You're a stickler for organization and making things tick over
- **You love telling a good story** - you love writing, you love producing content, and you love sharing the causes you're passionate about. Sharing stories comes naturally to you
- **You don't want to work for a big, corporate organization** - you want to stand up and be counted. You want your work to really matter. Making real change drives you every day.

## Roles & Responsibilities

- Creating visual content for our social media channels, email channels, digital advertising channels, and more
- Creating visual content to be used in presentations, hand-outs, leaflets, brochures, and more.
- Helping define Just Vertical's overall visual look and feel

- Ideating, creating, and executing on more broad content ideas (like Tiktok videos, youtube videos, instagram posts, instructional videos etc) that we can use as/within marketing campaigns (both paid and organic)
- Providing direction on visual content to be published via our main communication channels

## Job Requirements

- Having access to a computer and Microsoft Word or equivalent software is a necessity
- Stellar written and oral communication skills
- Willingness to try innovative marketing strategies
- Excellent time management, able to balance many projects
- Having the ability to 'wear many hats' to experience different roles in a fast-paced working environment is an asset
- Experience with the adobe suite (or similar design tools) **is a must (or experience of a similar equivalent tool)**