



Creative Director + Project Lead

COMPANY LOCATION: Minneapolis, MN

EMPLOYMENT TYPE: Full-Time

WORK LOCATION + HOURS: Open Book's hybrid work model prioritizes staff working in our Minneapolis office at least 3 days/week. Occasional travel may be required (approximately 2-4 trips annually for client meetings or team offsites).

ABOUT OPEN BOOK:

Open Book Communications is a Minneapolis-based team of doers, thinkers, and makers serving clients globally with communications and creative leadership. We exist to see people uniquely and serve them generously by cracking the code of how to show and tell an organization's core story and invite people into it. We partner with leaders driven by strong convictions and a vision for positive change who are wrestling with how to get their organizations to the next level. Our team culture is grounded by five core values: 1) drive toward remarkable outcomes, 2) big heart, no ego, 3) invite the challenge, 4) say it, do it, learn from it, 5) help others succeed.

A RARE CREATIVE ROLE AT THE PROJECT LEAD LEVEL:

This is not a typical Creative Director role. At Open Book, you won't be handed a strategy to execute—you'll help define it and drive it forward.

- You'll sit at the table alongside leaders wrestling with complex challenges.
- You'll help uncover what's true at the core of what drives an organization
- You'll shape the strategic creative direction that carries that truth forward.
- And you'll help bring it to life with the team through remarkable creative work.

This role brings together consulting and making, vision and execution, client partnership and creative leadership. You'll be the person who comes to deeply know a client—translating insight into brand systems, visual storytelling, and clear creative direction that moves organizations forward. You'll lead projects from early discovery through final expression, calling plays within the creative process and ensuring clarity, cohesion, and service throughout.

You'll collaborate within a cross-disciplinary team—with practitioners in writing, design, animation, video, and web development—working side by side to integrate art, copy, and strategy into work that is both beautiful and useful. You'll guide momentum for company and client priorities as an engine for creative vision and dynamic storytelling.

If you're a creative maker who thinks like a strategist—and a strategist who still loves to make—this role may be a strong fit. You'll report to the Senior Creative Director with significant creative autonomy while partnering closely on complex client challenges.

WHAT YOU'LL ACHIEVE:

- Watch organizations discover their authentic voice through your creative direction and strategic guidance
- See your design work change how people understand and connect with meaningful missions
- Grow as both a maker and strategic leader across consulting, creativity, and team leadership
- Build lasting relationships with mission-driven leaders working to create positive change
- Shape the creative culture and capabilities of our growing business

WHAT IT'S LIKE TO BE IN THIS ROLE:

- You'll typically lead 3-4 projects at a time, each at a different stage from discovery through delivery.
- Your days will blend strategy and execution, from client conversations to creative direction to refined details.
- You'll partner with mission-driven organizations—schools, nonprofits, and purpose-led companies—to clarify and express what matters most.
- You'll work across disciplines to guide teammates, keep projects aligned, and strengthen the systems that support our growth.



WHAT WE'RE LOOKING FOR:

- 5+ years of professional experience in design, branding, or creative leadership, with a portfolio that demonstrates strategic thinking and refined visual judgment
- The ability to translate complex ideas into clear creative direction—and communicate that direction confidently to clients and teams
- Deep fluency in typography, layout, and visual systems across print and digital environments
- Comfort owning projects end to end—scoping work, managing timelines, balancing priorities, and using structured workflows to keep momentum
- Experience mentoring or guiding other designers and writers (beneficial but not required)
- A growth mindset; someone who embraces continual improvement and a “how might we?” posture
- Experience working in or alongside nonprofits, schools, or faith-based organizations is a plus
- An authentic service mindset; the right person is someone who delights in serving people—not for points or credit, but so clients feel uniquely seen and supported, and their goals are met

JOB RESPONSIBILITIES:

This role integrates client partnership, creative strategy, hands-on design work, and project leadership. The balance will vary week by week, but typically breaks down as follows:

Client Engagement + Strategy (~40%)

- Build deep client understanding through strategic learning, active listening, and purposeful questions—then distill key findings into coherent ideas and visual direction
- Identify a clients’ core distinctives, needs, and brand challenges through strategic inquiry
- Provide creative and strategic direction that aligns with project goals, authentically tells the client's story, and engages target audiences
- Serve as consistent navigator and communicator throughout projects so clients feel known and well-informed at every stage
- Package and present creative concepts to help clients understand project direction and rationale

Creative Development + Execution (~40%)

- Use both intelligence and imagination to conceive core story concepts that visualize a simple, profound idea and “crack the code” for how organizations authentically show and tell their story
- Create or direct the development of brand systems (logos and visual elements) that bring distinction, cohesion, and flexibility
- Create or direct design solutions within existing brand systems while preserving signature identity and elevating the brand expression
- Execute branded content across platforms, including narrative storybooks, websites, video storyboards, environmental graphics, and digital campaigns
- Oversee work that gives voice to an organization's unique visions through creative, beautiful design they recognize themselves in

Project + Team Leadership (~20%)

- Help support scoping work, resource and capacity planning, and adjusting workflows to meet client and project goals
- Track project scope and hours against budget; flag risks early and problem-solve to keep projects healthy
- Serve as a trusted through-line during projects, maintaining consistency of vision and communication both internally and externally
- Facilitate team momentum by reviewing work, troubleshooting challenges, and providing clear direction to creative team and collaborators
- Provide ongoing leadership and seek learning and growth opportunities that support creative development and flourishing of direct report(s)

TO APPLY:

Please submit a resume, portfolio link, and a cover letter that helps us uniquely know you, how you think, and why you’re interested in the role to openings@teamopenbook.com.