



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 their 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 in 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.

ABOUT THE ROLE:

This isn't a traditional agency role. Creative leadership at Open Book begins with relationships: seeing people clearly, understanding what matters to them, and serving them generously. You'll build deep trust with clients—but you'll also be expected to turn that trust into action. That combination of knowing and doing is what makes the Creative Director + Project Lead role unique.

We're looking for a leader and a maker: someone with the creative vision, strategic talent, discernment, and drive to move ambitious work forward. You'll need both heart and backbone—the ability to listen deeply, make clear calls, advocate for strong ideas, and bring them to life.

You'll lead up to four client projects at a time, guiding each from early discovery through final creative expression. You'll help uncover what is distinct and true about an organization, establish the strategic creative direction, and work with a cross-disciplinary team to bring that direction to life. Common outputs of Open Book projects include videos, websites, booklets, brand guides, presentations, and messaging playbooks.

Your days will move between client conversations, strategic thinking, creative direction, hands-on design, team leadership, and project decisions. You'll collaborate with writers, designers, animators, video producers, and web developers to create work that is both beautiful and useful.

You'll report to the Senior Creative Director and have significant creative autonomy, along with meaningful ownership of the Open Book brand and our philosophy of pairing deep service with big creative vision.

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 YOU'LL DO:

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:

**Lead Client Relationships and 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 thoughtful human conversations
- 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

Shape and Make Creative Work (~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 distinctive meaning, cohesiveness, 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 vision through creative, beautiful design they recognize themselves in

Lead Projects and Teams (~20%)

- 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)

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
- Fluency in typography, layout, and visual systems across print and digital environments
- 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

Above all, we're looking for someone who brings together deep care and creative conviction. You're motivated by helping people and organizations succeed—but you also have the hunger, taste, and determination to make ambitious ideas real.

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.