



Creative Coordinator

Position Overview

The Creative Coordinator supports Wilson Dow's creative team in the development and execution of content and concepts for experiential programs, corporate events, and brand communications. This role contributes to creative development while building foundational skills across storytelling, design, and live experience production.

Working under the guidance of Creative Directors, the Creative Coordinator assists with writing, concept development, presentation materials, and visual direction for creative deliverables. The role blends hands-on creative contribution with exposure to the broader creative process, from concept development through production.

Key Responsibilities

- **Craft**
 - Develop creative concept rationales and contribute to campaign or program pitch decks.
 - Draft copy and provide art direction for assigned materials including emails, video scripts, motion graphics scripts, and related communications.
 - Support development of communication plans aligned to program objectives.
- **Assist** (Under the guidance of Creative Directors)
 - Present creative work, project updates, and recommendations to internal teams and external clients
 - Provide on-site event support and execution, helping ensure creative deliverables are implemented with excellence
 - Support speaker preparation and coaching, including helping presenters feel confident, polished, and aligned with content and show flow
- **Learn**
 - Develop presentation and storytelling skills.
 - Build understanding of design and visual communication principles.
 - Gain foundational knowledge of scenic design, staging, and lighting within live and experiential environments.

Qualifications

- Strong written communication and storytelling ability.
- Interest in creative development for live experiences, events, and brand communications.
- Organized and able to manage multiple tasks across active projects.

- Comfortable collaborating with creative teams including designers, producers, and strategists.
- Willingness and ability to travel as needed to support on-site meetings, events, and client engagements.
- Flexibility to work outside of standard business hours when needed, including evenings or weekends