

# Spark

Spark Cooperative | 7275 NE 4th Ave. #110, Miami, FL 33138 | (786) 529-2667

**Position:** Creative Consultant - Experience + Venue Concept Development (Contract/Freelance)

**Location:** Fully Remote

## About Spark Cooperative

We are a Miami-based, experience design + strategic consulting firm who help our clients find experience-based solutions tailored to their brand vision. Through a strong sense of collaboration and a healthy dose of disruptive thinking, we create guest-centric experiences that defy conventions and push boundaries, while being firmly grounded in operational reality and sustainability.

## WHAT WE ARE LOOKING FOR

We are looking for creative people in the live-experience and entertainment sectors. You are an imaginative creative; a dreamer who is familiar with the hospitality, nightlife, live-entertainment, and events sectors (or any combination therein). You likely have experience in production design, conceptualization + ideation, and some form of creative copywriting. You have a keen eye - for imagery, as well as what is trending or up-and-coming in the live-experience sectors.

## RESPONSIBILITIES

- Brainstorming high-level concepts;
- Creating image-based mood boards to tell a cohesive story;
- Writing evocative copy to support these concepts, even developing them into fully-fledged productions, events, and experiences.
- Developing Venues, helping our clients evolve the spaces they are working with to better tell their brand story and connect guests through experiences (both shared & personal).

## WHAT WE EXPECT

- Familiarity with the cruise industry; many of our clients come from this sector and a firm understanding of its conventions and constraints is a must.
- A desire to work with a range of clients with various needs; while we have many clients with ties to the cruise industry, we also have a growing clientele in the hospitality sector. Specifically, land-based luxury resorts.
- Kind, intelligent, hard-working, and flexible; We often have only weeks or merely days to turn polished, thoughtful deliverables around to a client, not months.
- Open to feedback; We believe a meeting of the minds through a group effort goes further than any of us could individually.
- Great copywriting skills, with the ability to tailor your voice to ours - or our clients'.
- An eye for the visual; as creating evocative mood-boards that tell the story of a concept is key in our work.
- Experience in Venue Design; many clients (especially in the cruise industry) are looking for ways to stand out amongst stiff competition. How can we reimagine a "blank space" or take existing venues like pools, bars, restaurants, and lounges and reimagine them into something new and fresh?
- Ability take a high-level concept and fully develop it; through creative copywriting and visual storytelling. We aren't creating and producing stage shows, but we are curating produced experiences that tell a story.