

## **Role Brief: Art Director**

**Role Brief:** We are looking for a creative **Art director** who enjoys working in a fast-paced environment and loves the challenge of discovering what makes consumers “click”. You will cooperate with a design-savvy team to devise an overall concept. The goal is to translate marketing and branding strategies into innovative and impressive campaigns that stimulate targeted audiences.

### **Responsibilities:**

- Accomplishes art department work requirements by orienting, training, assigning, scheduling, coaching employees.
- Meets art department work standards by following production, productivity, quality, and customer-service standards; resolving operational problems; identifying work process improvements.
- Meets art department cost standards by monitoring expenses; implementing cost-saving actions.
- Formulates art concepts by supervising workers engaged in executing layout designs for art work and copy to be presented by visual communications media.
- Keeps customers informed by reviewing illustrative material for presentation.
- Reviews project production factors by studying budget, background information, objectives, presentation approaches, styles, and techniques.
- Selects and secures illustrative material by formulating basic layout design concept; conducting research.
- Produces illustrative material by assigning layout design concept to artists and photographers; directing development of design concepts into art layouts.
- Prepares layouts for printing by marking-up, pasting-up, and finishing layouts.
- Obtains client approval by presenting final layouts, story boards, and illustrations; responding to client commentary and requests.
- Improves quality results by studying, evaluating, and re-designing processes; implementing changes.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances art department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

**Experience:** 7 - 10 years of relevant experience

### **Key Skills:**

- Proven working experience as Art director
- Excellent team management skills. Assist in coaching and mentoring the creative team
- Proficient use of InDesign, Photoshop, Illustrator or other visual design and wire-framing tools
- Demonstrable graphic design skills with a strong portfolio
- Incorporate feedback and take/give direction well
- Team player with strong communication and presentation skills