

## **Art Director**

*Reports to Creative Director*

### **Roles and Responsibilities**

The primary function of an art director is to create visual concepts, using various forms and a variety of tools to communicate ideas that can inspire, inform or influence a specific target(s) to engage with a product or service. In addition to the primary function, there are several other areas of responsibility that an art director needs to be comfortable with.

- Conceptual thinker: Ability to develop strategically sound, relevant and impactful ideas based on a well-executed creative brief.
- Designer: Ability to take a concept and breathe life into it through a well-thought-out and contemporary design plan – having the ability to identify and execute using the best typographic, color, photographic and compositional choices.
- Strong presenter: Ability to present both concept and design to peers and clients alike – using both strategic and design rationale to convey the idea.
- Collaborator: Ability to work closely with all members of the creative, account, media and all other agency team members in order to develop the best possible creative solutions in the most efficient manner possible.
- Relevant curator: Ability to understand and speak in an educated way about current design trends and digital technologies. Have an understanding of what's new, on-trend and relevant in our world and how it might be applied to our clients work.
- Entrepreneur: Ability to provide insight into the time, costs and resources it will take to develop a specific project. Be mindful of budgets, resources and delegate when necessary. Ability to manage multiple projects at the same time, while maintaining open lines of communication for when a project may be delayed or over budget.
- Mentor: Ability to provide thoughtful direction and advice to more inexperienced or junior designers while not taking over ownership.
- Inspiration: Ability to find the positive in all the work we do. Approach each project with the same attention to detail and craftsmanship in order to deliver best-in-class creative solutions. Be a positive force for the team and the agency.