

THE ART DIRECTOR is responsible for day-to-day oversight of the creative process. This hands-on team leader should know their way around the usual software (InDesign, PhotoShop, Illustrator) and guide designers and production artists within the creative team to accomplish the goals of the creative brief developed by the account planner and creative director. The art director works with a copywriter as part of the team, building ideas and concepts. The art director is also a client-facing role as needed, presenting concepts, responding to project developments, and working alongside the account planner with the creative team to bring about successful results—on brand, on message, and on time.

## Sound like you?

We are looking for experienced creatives with 5 – 7 years of experience, preferably in similar roles.

## What will you do?

### CONCEPT DEVELOPMENT

- Under the leadership of the creative director and/or chief creative officer, the art director will work with copywriters, designers, and other stakeholders to conceptualize solutions to problems presented in the creative brief
- Develop design elements, select materials, and source photographers, vendors, etc., in concert with the creative director
- Design/lead design for print and digital spaces; storyboard concepts for development across all media
- Art direct photo and video shoots, attend press proofs, and supervise freelancers as needed

### DESIGN/PRODUCTION

- Lead graphic designers and production artists on all projects from concept to final production
- Review projects for style, accuracy and strategy, and guides development of copy as needed
- Strive to ensure timely, accurate completion of assigned projects. Keep creative director and account planner aware of project status
- Have working knowledge of computer design software and hardware and strives to stay current in level of knowledge and abilities
- Keep senior art director/creative director informed of need to upgrade design-related computer hardware/software. Maintain said equipment/supplies for use in the creative department
- Oversee creative solutions and present those to account planner for internal approval at a date determined in the initial creative input meeting

## What should you have?

- Possess the ability to multi-task and manage a large number of concurrent tasks and projects
- Have excellent communication skills and be comfortable in a fast-paced environment

## What do you get?

- 401k
- Health Insurance (PPO & HSA Options)
- Dental and Vision Insurance
- 15 day of PTO a year
- Free Parking
- Salary based on experience

## Who's in charge here?

Position reports to the designated Creative Director

Position is located in Lexington, Kentucky