



kalmbach smith meadows

**Job Description:  
Creative Art Director**

**ART DIRECTOR / GRAPHIC DESIGN:**

**Job Description:**

A Creative Director oversees the creative team to help develop the agency's creative product for clients. This team includes copywriters and graphic designers. The Creative Director also works with Account Executives to make sure the client's needs are being met and the creative goals are on track. This person should develop every aspect of an ad campaign based on the client's marketing plan, conceptualize those ideas, assign projects to support staff and verify the client's deadlines are being met.

**PRINCIPAL ACCOUNTABILITIES**

Should possess the ability to lead the creative team and still operate effectively as a member of the team.

- Demonstrates creative, technical and analytical skills.
- Demonstrates ability to communicate effectively in both technical and business environments.
- Must be able to manage the creative team from concept to completion of the projects with strong leadership.
- Knowledge of each step of an ad campaign's process to give creative direction, work on schedule and meet client's advertising expectations.
- Must be willing to work the hours necessary to complete the job and request reasonable support of the development team.
- Operates effectively as an individual for quick turnaround of enhancements and adjustments.
- Responsible for meeting expectations and deliverables on time and in high quality.
- Strong Organizational skills for archiving digital files and easily accessing associating paperwork.
- Utilizes storyboarding and graphic pre-designs where appropriate.

**REQUIRED SKILLS:**

- Practical experience in development of creation with Photoshop, Illustrator, (Adobe Creative Suite), multimedia creation with Flash, ActionScript, (Macromedia Studio), InDesign, Powerpoint and other programs usually required
- Excellent written and oral communication skills.
- Solid background in copywriting, proofing and graphic design.
- Knowledge and skill to handle web language and applications a bonus.
- Solid understanding of website navigation and SEO.
- Seamless integration of front- to back-end functionality of websites.

- Desire and willingness to work in a collaborative, innovative, flexible and team-oriented environment.
- Problem-solving and pro-active guidance
- Graphic Design / Campaign and Corporate Branding Skills
- Typesetting for digital and static applications
- Customer Focus, Creativity, Flexibility
- Detail-Oriented and strong organizational skills
- Deadline-Oriented and able to multi-task
- Self-motivated, strong work ethic and attitude
- BS / BA university degree in Fine Arts required with minimum five years' experience in the industry

**WHAT TO EXPECT:**

- Client/Vendor Relations: Although this position doesn't always require client interaction, this person must have exceptional listening skills. KSM is a very client-focused organization and this person must be willing to interact with the customer base and translate their ideas into effective design direction. There must be a willingness to accept that the clients' ideas are not always right, but must be given utmost consideration.
- Attend strategy meetings for new business
- Meet with creative team to check the status on current projects and assign new projects
- Lead brainstorming sessions with creative team to develop ad campaigns based on clients' needs
- Pitch concepts to clients
- Workload Organization Skills: This position requires someone who can prioritize, organize, and manage a substantial workload. This includes being able to complete jobs in a timely manner or on a specified deadline. This skill set also involves being able to finish jobs in less time than quoted in order to maximize profitability. One must also be able to complete in-house paperwork to ensure proper billing and documentation. This person should work in tandem with others in the design department, sharing responsibility of work loads, quality control and the like.

**COMPENSATION:** Salary plus benefits, paid vacation and IRA options

**Contact:**

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