

Associate Creative Director

The **Associate Creative Director** is responsible for leading the art side of the creative team and lifting the overall quality of work by taking the lead and mentoring. They need to possess a deeply rooted sense of design, a broad understanding of best practices across mediums and an ability to mentor team members—from junior to senior level. The Associate Creative Director will work with the Creative Director to ensure the work meets the goals outlined by the Client and the Agency.

They need to have a deep understanding of the brands in our care, the business objectives of our Clients and be intimately aware of our target market. With this knowledge they will apply to their own work—and to others' work—how to better create work that works, speaking to the target in ways that motivate action. They will also be responsible for ensuring that our concepts and ideas continue to be breakthrough, as well as meet the Marriner definition of "Great Work." The Associate Creative Director will be a collaborative force, developing connections with not just their own teammates, but working with the digital designers as well. This position reports directly to the Creative Director, and while this position is focused on art, there are responsibilities to the overall creative team.

Specific roles and responsibilities are comprised of (but not limited to) four key areas:

Creative Excellence

- Produce and lead work the department and agency will be proud to share
- Defend your team's work with skill and grace
- Attention to detail: typography, color, design excellence
- Encourage originality within the team and inspire innovation by being a student of great work and sharing best-in-class examples
- Work within deadlines and communicate deadline issues in a timely manner
- Help improve the work across the departments
- Possess a deep understanding of our clients' businesses as well as understanding their target markets
- Push and challenge the team, leveraging soft skills to keep motivation high and the work great
- Question everything: ensure the team always has strong rationales for the decisions they are making

Collaboration

- Work with account executives to ensure project parameters are clear and actionable
- Find ways to strategically say yes to challenges
- Lead an integrated team through concepting sessions, working to get to breakthrough, unexpected ideas
- Be receptive to feedback from internal team and client. Be open to problem solving

- Work with Performance and Client Services to develop optimization recommendations based of performance results
- Collaborate with category experts to ensure work is optimized
- Lead planning meetings and engage with the team to ensure the best possible plan and lead conceptual development (if expected)
- Work closely with the Creative Director to ensure high quality of work
- Be available to your team in remote and in-person situations

Efficacy

- Take ownership of the art team (while also supporting as the second in command to the entire creative team)
- Manage deadlines and resolve issues before they become problems
- Encourage team members to develop cross functional skills while keeping your own skills ahead of the curve
- Work to gain new skillsets as needed
- Communicate clearly and effectively
- Be responsive to communications
- Be a champion for the creative brief, encouraging the team to understand it better, as well as apply feedback correctly
- Have a commitment to understanding user personas, industry nuances, trends and marketing techniques through independent study and tools from subject matter experts

Mentorship

- Use soft skills to coach and direct members of the creative team
- Don't just hand off projects to art directors and designers—engage in ideating with them to promote self-efficacy in them
- Don't tell—teach: always provide the “reason why” when offering suggestions
- Understand where your skills begin and end—teach your skills to others while being receptive to learning their skills in return
- Work to craft the art team in your image—we want to celebrate different skillsets and styles, but lead and teach by example

Evergreen Positional Goals:

- Contribute meaningfully to Marriner entries into awards shows
- Develop a new skill set each year
- Mentor junior designers and help them take the next step in their careers
- Positively impact client perception of the creative work
- Support Marriner new business efforts