

Designer

The **Designer** is responsible for supporting the art directors and Associate Creative Director by executing beautiful visual work, following the campaign and brand standards. The work needs to balance design principles with a serious attention to detail. And they need to bring creativity and artistic talent to everything from illustrations to icons to full-on layouts. The Designer needs to have a deep understanding of our client's business needs as well as the creative objective.

This position is integrated—an understanding of how the work they are doing is applied across all mediums, both digital, video and traditional—is deeply important. The Designer also needs to be a task master, capable of efficiently working through creative challenges and delivering work in a timely manner. This position reports directly to the Associate Creative Director with accountability to the Creative Director.

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

Creative Excellence

- Produce work the department and agency will be proud to share
- Defend your work with skill and grace
- Attention to detail: typography, color, design excellence
- Revise work as needed with speed and accuracy
- Support the art directors and help make all creative work better through your touch
- Work within deadlines and communicate deadline issues in a timely manner
- Be open to helping improve and/or bring to life ideas developed by other members of the integrated team
- Develop a deep understanding of our clients' businesses as well as understanding their target markets
- Be proficient in design, illustration and motion graphics

Collaboration

- Work with account executives to ensure project parameters are clear and actionable
- Find ways to strategically say yes to challenges
- Work with copywriters, art directors and digital team members (as appropriate) to develop the strongest possible creative
- Understand how your work is performing and work to optimize it
- 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
- Work closely with the Art Team and Creative Director to ensure high quality of work

- Be available to your team in remote and in-person situations

Efficacy

- Take ownership of projects
- Manage deadlines and resolve issues before they become problems
- Continue to develop cross-functional skills
- Keep your team informed of your working status
- Communicate clearly and effectively
- Be responsive to communications
- Understand and apply information found in the creative brief
- Apply and understand feedback correctly
- Have a commitment to understanding user personas, industry nuances, trends and marketing techniques through independent study and tools from subject matter experts

Growth & Support

- Check in regularly with project managers and art directors to see where you can provide support
- Work to gain new skillsets as needed
- Work to become proficient and fast at your craft
- Be a student of new mediums, predicting what the next big areas for design will be
- Continue to evolve your design capabilities and understand design trends

Evergreen Positional Goals:

- Contribute meaningfully to Marriner entries into awards shows
- Develop a new skill set each year
- Positively impact client perception of the creative work
- Support Marriner new business efforts