Digital Art Director

The **Digital Art Director** is a senior member of digital team who's experienced in providing visual solutions for our customers from conception to design and through execution. This Director is dedicated to the visual craft of design, passionate, energetic and a master in developing highly intuitive user interfaces in all digital mediums for optimal display on a multitude of devices. A thorough understanding of User Experience (UX), development requirements and cross-channel marketing are imperative. This important team member will also develop, mentor and lead the output and creative contributions of our talented team of digital designers.

The Director will collaborate with the creative team—Art Directors and Copywriters—to ensure the execution of the brand is cohesive with other mediums and the brand voice matches the visuals. This position reports to the VP of Technology. Responsibilities of Marriner's Digital Art Director are comprised of (but not limited to):

Digital Design Expertise
- Work closely with the VP of Technology and the performance team in the discovery phase of large projects and provide recommendations that will advise Information Architecture (IA) and UI structure
- Work hand-in-hand with creative leads on ideation, design and delivery of innovative and performance-driven solutions for digital activation
- Translate client's marketing objectives into clear, compelling and brand appropriate digital communications
- Ensure designs and deliverables are cross-device compliant and accessible
- Utilize opportunities to add value to the work and aid in selling incremental ideas
- Participate in concepting meetings related to campaigns for both the overall ideas and the potential tactical digital executions to support the overall integrated initiative
- Work together with VP of Technology to provide user experience expertise and/or visuals needed to support new business opportunities, selling tools, decks and productization efforts
- Use modern proven techniques and best practices when designing websites and other digital UI work
- Display confidence, fluidity and poise when presenting work to internal teams and clients, while being able to diplomatically defend or explain the work when needed
- Pricing support for design work
- Lead the production of information architecture (sitemaps) and wireframes for new websites based on the recommendations from the project's discovery phase and the brief
- Provide CMS backend admin recommendations to the development team for a positive user experience not only on the website, but also easy of edits and adding new content
- Produce email marketing templates with a focus on a simplistic cross-device display and delivering on desired performance KPIs

- Work with digital team members in producing marketing automation email and landing page templates while using proven methods for conversion and lead generation
- Work closely with web developers in the execution of designs into development of websites, which includes writing Functional Requirement Documents (FRD) to convey how the design comes to life in the build
- Knowledge of frontend development skills such as HTML, CSS, JavaScript, jQuery—as it relates to preparing designs for development and for occasional participation in development if/when needed as skillsets allow
- Conduct Quality Assurance testing, along with the full digital team for large projects to ensure there are no issues prior to moving work to the live/production environments
- Manage expectations and communicate project statuses often with digital project managers

Team Leadership
- Review the work from digital designers and provide constructive criticism to ensure it is on brand and on brief before moving through the remaining project process
- Suggest enhancements to our processes to improve efficiencies and quality of work
- Stay on top of design and technology trends that may apply to our customer's needs and inspire the full team by conducting internal share-outs
- Ensure all design work coming from the digital department exceeds the quality standards of the department and Agency
- Communicate consistently with the digital design team to provide consult and motivation
- Ensure the full digital design team, including yourself, follow established internal processes
- When applicable, look for opportunities to cross-train creative designers to broaden our digital design depth
- Monitor performance of digital designers and communicate any issue to VP of Technology
- Onboard and train new digital designers
- Take leadership of large website designs and digital campaigns

Knowledge and Skill Requirements
- Minimum 8 years of Agency or in-house Agency experience
- Mastery in Adobe Creative Suite products such as Photoshop, Illustrator and InDesign
- Be the expert and the Agency's go-to resource for digital design and user experience
- Strong knowledge of current web trends and emerging technologies
- Knowledge of a wide variety of marketing channels
- Enthusiasm and passion for campaigns and projects
- Immensely knowledgeable and experienced in user interface (UI) design
- Excellent knowledge of WordPress CMS and working knowledge of a variety of other CMS solutions
- Additional Software: MS Word, Excel, Powerpoint and Outlook; Google Suite, Adobe Acrobat

- Possess the necessary soft skills such as problem solving, negotiating, teamwork and collaboration
- Knowledge of timelines and resources necessary for all project types
- Ability to form genuine relationships internally and externally
- Excellent verbal, written and listening skills
- Effective management of multiple, concurrent projects against aggressive timelines without compromising accuracy or quality
- Great interpersonal skills and a do-whatever-it-takes attitude
- Positive attitude and general spirit of teamwork

Key Performance Indicators (KPIs)

- Project deliverables are on time and deliver on client objective(s)
- Produce work that works—delivers on KPI(s)
- Improvement in the work of the fellow digital designers
- Receive praise from clients
- Design translates well into development
- Creative collaboration proves to produce better work
- Acquire new business in partnership with participating colleagues