

Senior Art Director

The **Senior Art Director** is responsible for collaborating, concepting and taking great ideas and turning them into beautiful visual work. But not beautiful for beautiful sake—the work needs to achieve the goals outlined by the client and the agency. Additionally, the work should be designed to engage the target and perform to set metrics. They should be able to balance their design principles with a serious attention to detail. And they should be able to bring together and concept big ideas with cohesive, stunning designs. As the visual advocate for your brands, you need to be able to advise other designers on how to stay within brand standards and have a working knowledge of the many different channels we work in. 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 accuracy
- Encourage originality 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
- 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

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 brand and campaign concepts
- Work with Performance team to understand how the work will be measured and to learn how it performs.
- 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 ACD 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
- Work to gain new skillsets as needed
- 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

Mentorship

- Use soft skills to coach and direct designers and junior art directors
- Don't just hand off projects to junior designers—engage in ideating with them to promote self-efficacy in them
- Don't tell—teach: always provide the “reason why” when offering suggestions to junior designers
- Understand where your skills begin and end—teach your skills to others while being receptive to learning their skills in return
- Find and share inspiring examples of work in and outside of our industry (both creatively excellent and effective)

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