

This Art Director job description template includes key Art Director duties and responsibilities. You can post this template on job boards to attract prospect applicants.

Job Brief:

We are looking for a creative Art director who enjoys working in a fast paced environment and loves the challenge of discovering what makes consumers “click”. You will cooperate with a design-savvy team to devise an overall concept.

The goal is to translate marketing and branding strategies into innovative and impressive campaigns that stimulate targeted audiences.

Responsibilities:

- Generate clear ideas and concepts in tandem with the copywriter
- Produce sketches, storyboards, roughs to visualize ideas
- Understand marketing initiatives, strategic positioning and target audience
- Cooperate with the rest of the creative team across different types of media
- Take work from concept to final execution within deadlines
- Manage and delegate responsibilities to other designers and provide directions
- Present completed ideas to clients/team members
- Stay on top of all trends and maintain best practices

Requirements:

- Proven working experience as Art director

- Hands on experience with logo design, typography, color, web layout design, print production, image selection and package design
- Proficient use of InDesign, Photoshop, Illustrator or other visual design and wire-framing tools
- Demonstrable graphic design skills with a strong portfolio
- Incorporate feedback and take/give direction well
- Team player with strong communication and presentation skills
- Relevant education or training