

JOB TITLE: Art Director
DEPARTMENT: Creative Services
REPORTS TO: Creative Director/Design
LOCATION: Omaha, NE
FLSA STATUS: Exempt
DATE PREPARED: 8/2021 [9/2017]

OPPORTUNITY

This unique opportunity at a growing marketing strategy company for an Art Director lead on multiple accounts, and on multiple projects from inception to completion. Project types range from rebranding, social media and website design to traditional advertising mediums (print, outdoor, TV/video, direct mail, display advertising). You will be accountable for execution of these projects within all of the phases from creative concept development to final implementation. Art Directors at OBI master the concept and create visuals themselves as well as helping to direct others to craft visuals and finish art for projects. They are expected to focus on the concept as one half of a creative team – taking a broader look at the work and considering the entirety of a project's visual design solution.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Work independently and as part of an agency team that includes other designers, writers and account management.
- Concept, style and design all supporting graphics and style guides for client needs across all mediums with a desired emphasis in brand campaigns, websites, social media and digital advertising.
- Ability and desire to pitch design ideas/concepts and layouts internally and to the client.
- Participate in campaign/project brainstorm meetings.
- Ability to bring ideas to fruition through design and production of tactics.
- A healthy understanding of production tactics such as printing techniques and final file preparation.
- Work with account team/creative director/client to meet targeted deadlines and budget parameters.
- Must be able to manage a project through all phases such as creative concept, creative direction, project management, print management and product management.
- Experience leading creative efforts on client projects.
- Ability to multi-task in a fast-paced, deadline-driven environment.
- Strong understanding of design, photography, illustration and typographic principles.
- Ability to analyze and evaluate creative concepts in conjunction with marketing strategy and objectives.
- Ability and experience working with and directing photographers, illustrators, animators, colorists, editors on photoshoots/video productions.

QUALIFICATIONS AND EXPERIENCE

- 5+ years experience as a Designer or Art Director in any of the following: advertising agency, design studio, corporate in-house communications
- Proficient on Mac with mastery of Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Strong understanding of website design, usability, site navigation planning, architecture and user experience.
- Understanding of integrating graphics into web pages.

- Strong interest in all online technologies and developing skills for new technology/design application.
- Demonstrate commitment to quality; detail oriented.
- Good written and oral communications.