



POSITION | SENIOR ART DIRECTOR

Job Title: Senior Art Director
Department: Creative Services
Reports to: Executive Creative Director
Location: Omaha, NE
Date: January, 2022

Apply at: hr@obicreative.com

OPPORTUNITY

This is a unique opportunity at a growing marketing strategy company for a Senior Art Director to lead the creative concepts 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 responsible for integrating design with strategy. You should be focused on the solution/concept, as one-half of a creative team. A creative, conceptual thinker who collaborates with the rest of the creative team as well as the entire agency team and departments. You will be an active participant and strong presenter on project critiques. With a strong attention to detail and passion for design, you will also be responsible for the execution and on-time delivery of high-quality creative materials as well as managing the work of more junior team members when needed.

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 clients.
- Participate in campaign and 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 and 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

- 7+ years experience as an Art Director or Sr. 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, and architecture. Comprehensive knowledge of user experience (UX), including knowledge in:
 - Adobe XD, Figma
- 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 and detail oriented.
- Good written and oral communications.