

JOB DESCRIPTION

Art Director

Department	Creative
Reports To	Senior Art Director / Creative Director
Supervises	Art director

JOB PURPOSE

Responsible for assisting in the creation of visually and technically superior art designs for clients' campaigns.

KEY RESPONSIBILITIES

- Assist in developing creative and original artwork and ideas around agreed themes, using data and analysis of the market, human behaviour, trends and client strategy
- Work closely with cross-functional project teams to create visually winning marketing campaign strategies
- Support the generation of creative and artistic ideas during brainstorming sessions, creative wall reviews and project kick-off meetings
- Adhere strictly to Transpose Communications' policies guiding art creation, creative projects and client satisfaction
- Contribute to the translation of client objectives into marketing strategies, supporting design and production requirements
- Collaborate with senior creative staff for approval and development of creative work
- Support the improvement of creative work through studying, evaluating and re-designing processes
- Develop and maintain job knowledge through educational opportunities and professional organisations

KNOWLEDGE, SKILLS & COMPETENCIES

- Good digital and graphic design skills
- High sense of creativity and innovativeness with sound artistic excellence
- Good conceptualisation, graphic design and illustration skills, with strong team-playing ability
- Ability to multi-task and function effectively and efficiently

- Strong accountability and collaborative skills
- Familiarity with creative processes and techniques, including digital media

- Proficiency in creative tools, animation and motion graphics