

JOB DESCRIPTION

Senior Art Director

Department	Creative
Reports To	Creative Director
Supervises	Art Director

JOB PURPOSE

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

KEY RESPONSIBILITIES

- Develop 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
 - Generate creative 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
- Collaborate with senior creative staff for approval and development of creative work, ensuring ideas are presented properly
- Troubleshoot, amend and redevelop creative work; recommend improvements to achieve the best results
- Develop and maintain job knowledge through educational opportunities and professional organisations
- Manage performance of direct reports and ensure training and development needs are met
- Mentor and coach reports to sustain quality performance during service delivery

JOB REQUIREMENTS**Experience**

- Minimum of 3 years' experience in a similar role, including use of design software such as Photoshop, InDesign, Flash and Animation tools

KNOWLEDGE, SKILLS & COMPETENCIES

- Strong digital and graphic design skills

- Ability to translate marketing strategy into persuasive layouts, logos and images
 - Excellent communication, presentation, persuasion and analytical skills
 - Ability to multi-task and function effectively with minimal supervision
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- Creativity and ability to think strategically with sound artistic excellence
- Excellent conceptualisation, graphic design and illustration skills with an exceptional eye for detail
- Familiarity with creative processes and techniques, including digital media
- Proficiency in creative tools, animation and motion graphics
- Ability to work under pressure and against deadlines

