

## *—Senior Designer/Art Director Job Description —*

A Senior Designer/Art Director occupies a high-level creative position in our company. He or she is expected to be able to take full creative, fiscal and production responsibility for any project.

*Education:* BA degree in graphic design preferred. Graduate work in graphic design or fine art helpful.

*Experience:* 6+ years working experience as an art director or graphic designer, and proficiency with QuarkXPress, Illustrator and Photoshop required. Proficiency with Dreamweaver and Flash helpful, as is supervisory responsibility.

*Important attributes:* Outstanding creativity. Ability to help clients define and solve the most complex communications problems. Strong business understanding and financial skills.

*Primary responsibilities:* Meets with clients. Defines project parameters. Estimates project costs with the Marketing Representative. Develops innovative ideas and concepts. Presents and helps “sell” work to clients. Supervises print production.

*Secondary responsibilities:* Selects and monitors outside vendors. Helps train Designers and Junior Designers. Evaluates and recommends new procedures and equipment.

*Promotion path:* Does not normally lead to other positions.

*Salary grades:* 6 & 7

*Labor status:* This is a professional position and is exempt from most federal and state labor laws.

*Supervisory responsibilities:* Designers and Junior Designer(s) as designated.

*Reports to:* President.