



<b>TITLE:</b>	Art Director
<b>REPORTS TO:</b>	Creative Director
<b>SALARY RANGE:</b>	\$75,000 - \$90,000

### SUMMARY OBJECTIVE

The Art Director is responsible for generating clear ideas and concepts; executing promotional and advertising materials and campaigns; developing presentation approaches; directing layout design; and providing work direction to staff.

### CORE JOB RESPONSIBILITIES

- Develop campaigns, social content calendars, toolkit materials, and more from concept to final execution within deadlines
- Execute delivery of creative assets alone and as part of the creative team
- Collaborate with other team members to guide and elevate the work
- Experience developing creative with a wide array of looks/feels, including transcreated materials
- Revise materials (e.g., versioning) and prepare final files based on supplied specifications for digital and print materials
- Present completed ideas to team members and clients as needed
- Provide leadership to others through example and sharing of knowledge and skills

### ART DIRECTOR SHOULD...

- Have experience collaborating with outside creative vendors
- Understand marketing initiatives, strategic positioning, and target audience
- Be able to produce campaigns that are driven by audience research
- Demonstrate flexibility to support creative needs of all sizes in a small agency environment
- Be able to develop highly engaging campaigns on small, medium and large budgets
- Be on top of all trends and maintain best practices
- Be comfortable ideating and executing in all mediums and platforms
- Comply with all SE2 policies, practices, and procedures

## **CORE REQUIREMENTS**

- Graphic Design or Fine Arts degree
- 5-8 years of industry experience, with a solid background in print and digital design
- Expertise in MAC platform software/ Adobe Creative Suite
- Basic understanding of coding for web-based projects
- Experience with photography and video production and copywriting a plus
- Experience working on public issues campaigns preferred
- Agency experience and Spanish fluency are desirable

## **CULTURE AND BENEFITS**

- Cool, fun office environment and supportive team culture
- Hybrid work-from-office/work-from-home schedule
- Medical, dental, vision, and life insurance
- Paid holidays and generous paid time off
- Paid time off for volunteer service
- Company match on charitable contributions
- 401k program with company match
- Professional development, mentoring, and training opportunities
- Additional fringe benefits as defined (e.g., phone, internet stipend)

## **OTHER**

SE2 has a blended work-from-home/work-from-office workweek. A flexible schedule is a must, and extra hours may be required. Some travel may be required for client meetings and other events. Dress is business casual.

SE2 is a company where everyone can grow. We value applicants for the skills they bring beyond a job description, and we value unique professional and lived experiences that might serve you and our clients.

## **To APPLY**

Applicants should submit a resume, 100 words on why you'd like to work at SE2, and a portfolio link to [Jobs@SE2ChangeForGood.com](mailto:Jobs@SE2ChangeForGood.com). Deadline is COB on April 17, 2024.