



JOB DESCRIPTION

SENIOR ART DIRECTOR

THE AGENCY

The Mixx is an award-winning, certified-diverse, creative marketing and branding agency based in New York City. For 25 years we have helped companies exceed their goals by combining actionable strategy with thoughtful, hard-hitting creative. We are brave and bold, and not afraid to ask tough questions and take creative risks. We are the small agency that gets the big jobs, and we take brands where they must go if they want to succeed. Our clients include market leaders in luxury automotive, hospitality, consumer packaged goods, professional services, entertainment, tourism, alcohol and pharma.

Diversity is in our DNA, and we're proud to be an LGBTQIA+ and woman-owned business that is WBENC and NGLCC certified. The Mixx is a founding member of Titanium Worldwide, the world's first collective of certified-diverse marketing, media and communications agencies. In standing for true diversity and inclusion, we make a point to bring the mission of culture and diversity, equity and inclusion to all of our clients. To that end, The Mixx is an equal opportunity employer and we strongly encourage women, people of color, gender-nonconforming individuals, veterans and people with disabilities to apply.

JOB SUMMARY

The Sr. Art Director is quite tactical. Their responsibilities include creation and design of projects, from concept to completion based on ideas presented by the Creative Director and Strategy team. They work with other creatives to execute on a strategy, concept or idea. The Sr. Art Director is responsible for translating preferred moods, abstract concepts and underdeveloped ideas into imagery with a team of designers and/or copywriters. They will create the overall design and direct the other creatives who will develop the artwork or layouts. A Sr. Art Director's role involves using their creative and technical abilities to design visual effects that will attract consumers to the product or service, ultimately resulting in profitability for the client(s).

RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Concepting, art directing, designing and executing innovative multi-platform native digital, print experiences, brand identity, and beyond
- Balancing multiple projects at once with a focus on tactical execution alongside conceptual thinking; ensuring work remains on brief, on strategy, and on brand yet seeking to push boundaries and explore bold new directions
- Be able to lead the creative process from concept to execution against current and new business opportunities
- Identifying, collaborating with and directing photographers, illustrators, copywriters, videographers, etc. to bring your concept to execution
- Mentoring and coaching junior and mid-level designers; directing, reviewing and approving their designs, artwork, photography selects, and graphics
- Maintain awareness of brand budgets
- Review graphic materials to assess their validity and appropriateness for each project
- Have confidence and be able to establish rapport with client
- Delivering in a timely fashion to meet set deadlines; overseeing and prioritizing work effectively and efficiently; being responsible for managing workload and timelines; shipping work on time
- Keeps management in the loop and effectively escalates roadblocks
- Fluently presenting designs and ideas in an organized, professional, and effective manner to Creative Director and/or Assoc. Creative Director for internal feedback; be willing and able to present client-facing and justify your design direction(s)
- Stay Creatively Fresh: actively seek and share inspiration (creative, technology, general trends) with their creative team, Strategist, and Executives

SKILLS & QUALIFICATIONS

- Bachelor's Degree in Fine Art, Graphic Design and/or Visual Communications
- 5+ years as a professional designer
- 2+ years' experience in supervisory role
- Extremely detail oriented and able to prioritize
- Excellent written and oral communication skills
- Passion for creativity, from conceptual thinking to final output
- Comfortability presenting concepts and projects to Sr. Executive level teams
- Dedication to graphic consistency and quality across all channels

JOB DESCRIPTION

- Knowledge of the Marketing industry and its expectations in both the design & strategic sectors
- An Exceptional portfolio with relevant examples of marketing collateral including email, print, event, website, and creative branding work
- Ability to manage multiple projects at one time to meet aggressive deadlines
- Extensive experience with Adobe Creative Suite, especially Photoshop and Illustrator
- Ability to work overtime when necessary to complete time-sensitive projects
- Experience working in a fast paced, entrepreneurial spirited environment

WHAT'S IN IT FOR YOU

- Competitive salary, health benefits, life and disability insurance, 401k with employer match, and other perks.
- Meaningful, mission-driven work. We are committed to challenging the status quo and creating marketing that is positive, inclusive and innovative. Our work makes a tangible difference, whether it's making a blue-chip brand more diverse or elevating marginalized voices in spaces they haven't historically been heard in.
- Be a part of a passionate, open-minded, empathetic team that does more than work together. Interested in hiking or pursuing fitness goals? We have groups set up for those activities and are always looking for more ways to meaningfully connect outside of the office.
- Be heard and help grow and shape our company. We are a small, flexible and collaborative team that values all voices in the room (or Zoom). Everyone has a say at The Mixx, regardless of their role or seniority.
- Be on the forefront of something new and innovative. We are a part of a collective of agencies that is redefining how our industry can function.

The Mixx is an Equal Opportunity Employer and does not discriminate on the basis of an individual's sex, age, race, color, creed, national origin, alienage, religion, marital status, pregnancy, sexual orientation or affectional preference, gender identity and expression, disability, genetic trait or predisposition, carrier status, citizenship, veteran or military status and other personal characteristics protected by law. All applications will receive consideration for employment without regard to legally protected characteristics. The Mixx will consider qualified applicants in a manner consistent with the requirements of applicable laws.