

Art Director

JOB DESCRIPTION

OVERVIEW

5 days per week (10 per pay period)

The art director is charged with the responsibility of layout for the print editions of the newspaper and coordinating graphics for the web and serves as the creative lead for all concepts and projects. This position is a member of the creative department and plays a key role in upholding The State News identity by following its quality and visual brand standards. One of their most important roles is to create visually stimulating ways to present information to the reader and plan long-term for major feature stories or displays.

The Creative department is deadline-driven and outcome-oriented. Maximum efficiency must be incorporated into the daily work-flow. To do so, the director must be able to guide the creative staff effectively from start to finish on each project. The art director will work closely with the various departments to develop clear concepts that effectively communicate messages for both corporate clients and in-house promotions.

Major projects expected include publishing the weekly newspaper, The State News special issues/editions, the annual update of the media kit, and various direct mailings/social media campaigns.

Additional Responsibilities:

- Working alongside newsroom leaders, professional advisers, and general manager regarding the brand of the State News
- Ensuring communication between newsroom, advertising and internal State News departments regarding creative pursuits and ensuring that they are acted upon
- Manage creative deadlines, task assignment and trafficking the creative projects under the umbrella of the Creative department
- Create, deliver and optimize marketing materials and promotional campaigns
- Ensure that messages and design are supportive of and consistent with design trends and marketing strategies
- Plan work-flow for creative staff and layout schedule
- Ensure that internal processes are followed by strictly abiding by the State News policy and style-guide
- Spend significant time working with and monitoring the staff's creative process

Required Qualification:

- Strong understanding of communication design, theories, and principles

The State News

- Has excellent knowledge of modular design, typography, and graphics.
- Intermediate technical skills in Adobe Photoshop, Illustrator and InDesign (any other creative skillset is fantastic and encouraged)
- Conceptual thinking in terms of advertising campaigns and branding
- Ability to develop ideas and concepts that adhere to brand standards
- Ability to aid and mentor the staff in their creative pursuits