

The Plaid Penguin | Creative Art Director

March 2022

- Do you love all things F&B?
- Do you have at least 5 years of experience as a Creative Art Director?
- Does the artist in you want more than to just manage people?
- Have you demonstrated a strong work ethic in your previous jobs?
- Do you love a fast paced environment with great perks and awesome coworkers?

If you answered yes to all of the above please look at this exciting opportunity we have for you!

JOB OVERVIEW

The Plaid Penguin is looking for a Creative Art Director to lead and grow our small design team. Coming up with big ideas and bringing them to life is only a portion of this job. This person understands that their job isn't done at coming up with those ideas and having the team execute - this person will also be a functioning designer. This individual thrives on design, has strong leadership skills, wants to be a part of a fast paced, growing agency and through their design practices, will help elevate the agency's standards. This position requires an individual who:

- Has a high creative caliber who is adept at developing and communicating ideas by establishing both the art and design direction, in collaboration with messaging and strategy - while ensuring successful implementation throughout production.
- Maintains the highest level of creative output by originating and refining creative ideas, managing and improving creative output.
- Understands food and beverage and retail marketing as it relates to brand development, in-store, packaging, print, direct, etc.

In general, the job will consist of

20% meetings: project onboarding and creative vision

40% team oversight and review of creative work

40% individual design work

COMPANY OVERVIEW

We are the agency crafted for "hospitality first" brands. Our work is designed to supercharge food and beverage, hospitality, real estate, and retail brands in times of growth and transition – new brands, challenger brands or best in class brands. This usually occurs when organizations create, add or change their products, services, leadership, or revisit their marketing approach. Our cadre of food and drink-obsessed strategists, storytellers, designers and industry practitioners support these initiatives with a mixture of consulting, strategy, branding, marketing, design and activation.

ESSENTIAL RESPONSIBILITIES

- Manages the creative process for new and existing clients from concept to completion.
- Creates a range of concepts and designs for each project with strong strategy and cross-team partnerships
- Manages a range of ongoing accounts ensuring design and creative is fresh, vibrant and on-brand.
- Leads, directs and inspires the creative staff of internal and external freelancers (illustrators, photographers, videographers, developers, etc.) in the production of all branding, marketing, design and digital efforts ensuring they are producing the highest quality work and meeting client's expectations.

- Is the leader of the creative department providing developmental opportunities, responding to questions, providing direction on resource utilization (internally and externally).
- Inspires and motivates team to create remarkable work
- Works with the account management team to maintain daily production schedules for the creative staff.
- Provides supervision and oversight to freelance staff by determining appropriate project assignment based on individual skill sets, orienting new employees to agency SOPs, providing necessary resources and direction, and responding to questions.
- Translates Client's objectives into clear creative strategies and design projects.

KNOWLEDGE AND SKILL REQUIREMENTS

- 5+ years of demonstrated experience in an agency environment.
- Advanced agency experience managing the creative development process.
- A strong, portfolio showing a modern design aesthetic that shows concepts moving through a campaign
- A strong understanding of brand development and multichannel marketing concepts.
- Ability to make informed decisions to keep projects on deadline and within budget, including copy and design direction.
- Demonstrated exceptional leadership and organizational skills, being detail oriented, a strategic and creative thinker, displaying comfort working both as a leader and a player, and finding creative solutions to give brands their edge.
- Able to handle multiple projects, prioritize and meet deadlines, be self-motivated and proactive, and display composure and calmness under stress and uncertainty while inspiring the same in others.
- Strong design intuition and a keen sense of what can work in the future/not what has worked in the past.
- Knowledge of the Adobe Creative Suite like the back of your hand. Other digital design software knowledge is a plus.
- Strong work history in design, branding and packaging (experience in F&B and Hospitality a huge plus).
- Must love hospitality, food / beverage and the experience that it brings to others.

WHAT FITS WITH US:

- A strong presenter of ideas expressed through design.
- An idea person who brings strategic insight to designed communications.
- Proactive: taking initiative and anticipating next steps.
- An optimistic problem solver; one who finds opportunity in challenge.

COMPENSATION:

Competitive salary and benefits with unique perks based on experience.

HOW TO APPLY:

For consideration, please send your salary requirements/history along with your resume and portfolio to jobs@thelaidpenguin.com.