

Cornett

JOB DESCRIPTION | Art Director

THE **ART DIRECTOR** is responsible for day-to-day oversight of the creative process. This hands-on team leader should know their way around the usual software (InDesign, PhotoShop, Illustrator) and guide designers and production artists within the creative team to accomplish the goals of the creative brief developed by the account planner and creative director. The art director works with a copywriter as part of the team, building ideas and concepts. The art director is also a client-facing role as needed, presenting concepts, responding to project developments, and working alongside the account planner with the creative team to bring about successful results—on brand, on message, and on time.

WHAT WILL YOU DO?

CONCEPT DEVELOPMENT

- Under the leadership of the Creative Director the Art Director will work with Copywriters, Designers, and other stakeholders to conceptualize solutions to problems presented in the creative brief
- Develop design elements, select materials, and source photographers, vendors, etc., in concert with the creative director
- Design/lead design for print and digital spaces; storyboard concepts for development across all media
- Art direct photo and video shoots, attend press proofs, and supervise freelancers as needed

DESIGN/PRODUCTION

- Lead Graphic Designers on all projects from concept to final production
- Review projects for style, accuracy and strategy, and guides development of copy as needed
- Strive to ensure timely, accurate completion of assigned projects. Keep creative director and account planner aware of project status

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- Have working knowledge of computer design software and hardware and strives to stay current in level of knowledge and abilities
- Keep senior art director/creative director informed of need to upgrade design-related computer hardware/software. Maintain said equipment/supplies for use in the creative department
- Oversee creative solutions and present those to account planner for internal approval at a date determined in the initial creative input meeting

WHAT SHOULD YOU HAVE?

- 5-7 years of experience in a similar role at an agency is preferred
- The ability to multi-task and manage a large number of concurrent tasks and projects
- Excellent communication skills and be comfortable in a fast-paced environment

WHAT DO YOU GET?

- 401k
- Health Insurance (PPO & HSA Options)
- Dental and Vision Insurance
- 15 days of PTO a year
- Free Parking
- Salary based on experience

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ABOUT CORNETT

A 4-time Ad Age Small Agency Award Winner. Named to the Best Places to Work in Kentucky list 5 years running.

We're a collective of fun-loving, intelligent, imaginative, driven and sometimes rowdy weirdos. Like any good Kentuckian, we're genuine and hospitable. We don't like big egos. We're open-minded. We play nice. We share. We're fostering a culture centered on inclusiveness, where all of our people can show up every day and be 100% themselves and feel 100% comfortable, celebrated and respected for the perspective they bring to CORNETT.

Our goal is to be an agency where any brand can come to us, with any audience and any challenge, and we're able to deliver and connect culturally beyond their wildest expectations.

ABOUT LEXINGTON

If you've been to Lexington, you love it. If you haven't been, you will. A beautiful, culturally rich place full of good people. For a mid-sized city, we have an oversized but tight-knit creative community that permeates everything—food, art, bourbon, music, industry. A little bit Southern, a little bit Midwest, making for a vibe that's unique but the best of everything.

We're surrounded by rolling hills and gorgeous horse farms, with a thriving, bustling and constantly evolving downtown. Within a short drive, you can see where the Bluegrass kisses the Appalachian Mountains. You can chase waterfalls. You can hike into absolute seclusion. And you can explore the Red River Gorge, one of the best-kept geological wonders in America.

Not to mention, the cost-of-living makes you feel like you're getting away with something.

Like we said, there's a lot to love about our big little city.

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WHO IS IN CHARGE HERE?

Position reports to the designated Creative Director.

The position is Hybrid (Lexington, KY preferred but open to Remote for the right candidate).