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Art Director

Member of Creative Team

Directed by: EVP Creative & Brand Strategy; Associate Creative Director

Reports to: EVP Creative & Brand Strategy

Position Overview

Love & Company of Frederick, Maryland, a leading marketing, advertising and sales management firm in the senior housing and services field, seeks qualified, outstanding candidates for the position of art director. We take pride in having a top-notch team of creative marketing professionals—a diverse group offering extensive experience in the senior market as well as in their specific area of expertise.

Working within and fostering a team-based environment and collaborative culture, the art director leads the development of creative visual expressions for our clients as well as our agency's self-promotion and new business pitch efforts.

Collaborating with the client services, creative, digital, production and project management teams, the art director develops, fine tunes and effectively implements brand identities, brand expression concepts, direct marketing campaigns and collateral materials, and plans and directs photo and video shoots.

Primary Responsibilities

- ❖ Leads the development of creative visual expressions for our clients as well as our agency's self-promotion and new business pitch efforts
- ❖ Collaborating with the client services, creative, digital, production and project management teams, the art director develops, fine tunes and effectively implements brand identities, brand expression concepts, direct marketing campaigns and collateral materials
- ❖ Plans and directs photo and video shoots

Detailed Responsibilities

- ❖ Leads the development of creative visual expressions for our clients as well as our agency's self-promotion and new business pitch efforts
 - Understands marketing goals, strategic positioning, target audiences, creative briefs, project budgets and communications trends and produces unique, on-target solutions
 - Has the ability to design and create visual solutions in a wide range of styles
 - Generates clear ideas and a variety of conceptual approaches in tandem with the associate creative director/copy director

- Produces rough sketches, mood boards, story boards and digital presentations to effectively visualize ideas
- ❖ Collaborating with the client services, creative, digital, production and project management teams, the art director develops, fine tunes and effectively implements brand identities, brand expression concepts, direct marketing campaigns and collateral materials
 - Prepares and presents completed ideas to team members and clients along with rationales for work developed
 - Readily incorporates agency and client feedback and revisions
 - Takes work from concept to final execution within budget and on schedule
 - Attends/supervises printing press checks of initial projects for new brand identities
 - Cooperates with and shares organized assets with the rest of the creative, production and digital teams across different types of media
 - Stays on top of trends within the design and senior living fields and maintains best practices, organized file storage and backups
 - Submits accurate daily time tracking and project records
- ❖ Plans and directs photo and video shoots
 - Develops detailed shot lists with locations, times, models, props, etc. to be incorporated into each scene/shot variation and presents to client for approval
 - Identifies model needs and makes selections of models from model agency talent sourced by project management team
 - Ensures final model mix in marketing materials meets EHO guidelines based on the demographic makeup of each client's region
 - Travels to client locations and art directs photography and videography partners
 - Selects and approves model wardrobes
 - Selects and styles scenes and props to achieve defined shot list deliverables
 - Works with client service and project management team members to acquire model release forms and approve photographer and videographer invoices

Qualifications

This is a mid-level position on the creative team. The individual should have the following experience and capabilities:

- ❖ Five (5) or more years of relevant art direction experience

- ❖ Significant hands on experience with logo design, typography, color usage, image selection and creation, information graphics, illustration, design layout and print production (video production and web design experience are a plus)
- ❖ Strong knowledge of printing and production methods
- ❖ Proficient use of QuarkXpress, InDesign, PhotoShop, Illustrator, Premier, and/or other visual design and production tools
- ❖ Demonstrable branding, campaign development and design skills with a strong portfolio
- ❖ Incorporates feedback and takes/gives direction well
- ❖ Team player with strong verbal communication and presentation skills
- ❖ Advanced knowledge of Macintosh hardware and software, especially Adobe Creative Suite and Microsoft Office software
- ❖ BA/BS degree in graphic design or related creative field

Love & Company is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

To apply, please email:

- ❖ A detailed letter explaining why you are interested in the position, the strengths and benefits you can bring to the firm, and the experience you have in the above areas
- ❖ Your resume
- ❖ Your recent salary history and salary requirements
- ❖ Five samples of work you have been responsible for producing, along with brief, specific descriptions of the role you played in each; ideally samples would include at least one full brand identity/positioning program, one integrated direct marketing campaign and one collateral package

NOTE: Inquiries will only be accepted with complete application materials. Please email materials to:

EVP Creative & Brand Strategy

hr@loveandcompany.com

No phone calls, please.