



# Digital Art Director

Creative Studio

Temporary to Permanent Opportunity

June 2016

## Art Director Job Specification

### WE ARE TOMMY, ARE YOU?

Can you design and produce cutting edge digital experiences? Are you passionate about social media content that stands out and breaks from traditional marketing? Will you take pride in contributing to high-profile projects and bringing on a team of young designers, yet leave your ego behind when they produce work better than yours? Have you worked respectfully for world class brands yet pushed them to go further? Have you been recognised by the Webbys, the FWA or the Cyber Lions, but approach every project like you haven't?

If so, you might be the best woman or man for this job. We are looking for an outstanding Art Director to join our close-knit and exceptionally talented team producing award-winning work for the likes of Paramount Pictures, Amazon, Warner Bros., Tesco Mobile, Netflix, Heathrow Airport, Crossrail, and Yahoo.

We have always searched out the most talented individuals we can find, but of equal importance is a positive attitude and a passion for great work produced as a team. An Art Director at Tommy effortlessly exemplifies these values and reminds us why they are so important.

We want someone to become a vital part of the Tommy family. Someone who thrives on having a finger in many pies. Who enjoys the idea of working on one thing one week, something completely different the next (with several other things thrown in, in between). And someone who can do all that with a smile on her or his face.

If that sounds like your bag, get in touch.

### RESPONSIBILITIES

As Art Director you will be responsible for working across a number of projects and client accounts simultaneously – directing and encouraging designers here, contributing winning ideas in a brainstorm there, impressing clients in a presentation way over there. Basically, you will really tie the room together.

With a great understanding of design best practice and UX theory, and with a wide creative awareness, you will have a hand in all projects, ensuring we are constantly reaching higher and pushing harder, while obviously always hitting budgets and timelines.

You will:

- Own the creative integrity of projects from concepting, planning and design through to final production and delivery
- Take responsibility for ensuring that any creative directions proposed are thoroughly in line with the needs of each project and client
- Lead and contribute to the brainstorm and idea generation stages of projects



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- Use your experience-learned industry knowledge to ensure the creation of mocks and storyboards express ideas succinctly and elegantly. Whether for internal review or to sell conceptual ideas to clients
- Mentor other team members to improve creative and design skills, processes and best practices in line with their individual goals and objectives and in collaboration with the Creative Director
- Vet contract designers and new hires or interns to ensure they meet the requirements as projects and the agency demand
- Support Producers in creating estimates and project plans with regards to creative time and then ensure the design team works to them efficiently and effectively
- Work across the studio at an often rapid pace without compromising attention to detail
- Cooperate to support the ongoing improvement of efficient process that makes life easier for all in the studio

## SKILLS AND EXPERIENCE

### You must have

- Expert Creative Cloud Suite skills (Photoshop, Illustrator, Premiere, After Effects, Animate, Edge, etc.)
- A portfolio of high calibre work delivered for international brands
- A mastery of messaging, user-experience, and content communication
- Advanced creative concepting and visual communication skills
- An ability to articulate complex ideas succinctly to recent graduates or experienced clients
- Extensive understanding of social media content creation and what works where across all emerging platforms
- A clear understanding of responsive design methodologies
- Experience of mobile-first site design with the ability to design at multiple screen resolutions simultaneously
- A passion for film and film advertising
- Knowledge of video editing, encoding and best practice use for mobile and web
- A strong awareness of innovative technologies and a willingness to try things you've never tried before

### We'd also like to see

- Film advertising experience
- Animation experience
- Demonstrable experience or understanding with common ad servers for web and mobile including at least two of the following: Sizmek, DoubleClick, Flashtalking, iAd, Celtra, Google ads
- HTML, HTML5, CSS3, and Javascript and jQuery for mobile and web projects
- Understanding of capabilities and of APIs commonly used in working with social media including but not limited to: Facebook, Twitter, Tumblr, LinkedIn, YouTube, Google Maps, Instagram, Snapchat, Vine



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## GET IN TOUCH

This is a temp to permanent post with 25 days holiday plus one 'Duvet Day' (*pro rata if temporary*). Discretionary bonuses may be made based upon individual and company performance.

If you think you've got the skills, talent, and style to be our new Art Director, get in touch with our Operations Director at [work@thisistommy.com](mailto:work@thisistommy.com). Send your CV and portfolio along with a cover letter/email explaining why you are the best person for the job. Include your salary requirements.