

# Experienced Art Director Needed to Help Execute Marketing Campaigns (fayetteville, AR)



Location **Arkansas**  
<https://www.genclassifieds.com/x-714356-z>

The Art Director is responsible for the creative development and execution of marketing campaigns and collateral programs, from concept to execution, across media, for specific initiatives..

More specifically, the Art Director: partners with the Senior Art Director to develop and execute marketing campaign concepts across media including window animations, print collateral/direct mail, store presentation and event materials, and emails; oversees and mentors designers to provide opportunities for growth; provides creative feedback, direction, and clarity on projects; manages freelance designers/photographers/production artists as needed; has a thorough understanding of typography, photography, graphic design, and environmental design, ensuring that all facets are consistent and adhere to brand guidelines; performs color proofing and on-site press checks to ensure quality control for creative deliverables.

The successful candidate is also tasked to support the Senior Art Director by: driving own work and keeping Manager, Project Manager, and Art Producer informed on progress of assignments; providing clear retouching notes on photo work from various photoshoots; and art directing and provide clear creative direction for photographers and stylists to ensure timely and successful photo shoots

Get all the facts you need concerning this position at: [?startfreelancing.us](https://startfreelancing.us)



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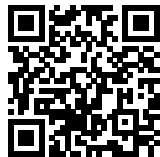
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