



j. FITZGERALD group, INC.
MARKETING COMMUNICATIONS

JOB DESCRIPTION

Position: Art Director

Reports To: Creative Director

Status: Full-Time

Position Summary:

The Art Director helps design the overall look and feel for J. Fitzgerald Group's creative projects. Responsible for creating innovative, compelling experiences that align with clients' strategic objectives, marketing goals and tactical requirements. Participates in all phases of the design process, from concept development through production.

Essential Duties and Responsibilities:

- Work with Creative Director and Account Service team to design and produce materials to meet customer specifications.
- Coordinate with outside vendors such as printers, photographers, and stock photography companies to create finished product.
- Maintain a job schedule and manage workflow to ensure that all tasks are assigned and delivered according to deadlines.
- Budget and manage time accordingly, knowing budgets and ensuring you stay within them.
- Provide guidance and assistance to graphic designers and interns regarding project designs.
- Perform other duties as assigned and required.

Teamwork and JFG Culture:

- Support and communicate with co-workers and supervisors in a positive manner.
- Actively participate in team meetings, events, and discussions.
- Ability to meet deadlines in a fast paced environment.
- Ability to work individually or with a team including copywriters, designers, account executives, management etc.
- Loves to have fun and has a positive attitude.

Qualifications:

- Bachelor's degree in Graphic Design or related field required.
- Minimum of 5 years of art direction in marketing or advertising, or a relevant combination of education and experience.
- Advanced knowledge of the MAC, Adobe Illustrator, Photoshop, InDesign and PowerPoint.
- Fundamental knowledge of some supporting web application languages (HTML,



CSS3, WordPress)

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- Fluent understanding of current direct and digital design trends.
- Solid understanding of the creative development process.
- Comfortable doing layouts and concepts for traditional and interactive marketing mediums -- direct mail, print ads, outdoor, point-of-sale, brochures, collateral, landing pages and e-mail.
- Must have the ability to prepare mechanical layouts for final print ready files.
- Communicate clearly and effectively with clients and associates.
- Respond professionally to direction, constructive critique and client feedback.
- Maintain technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.

Why JFG?

This is not your average place to work. Working at JFG is more than a job. The people who make it here want to be here. Every position is involved in the collective success – hands on, in up to your elbows. Here, you'll be part of something different. But you have to want it. You have to want to put in the extra work when required and work hard every day. If you do that, all the other perks provided here are yours. Those that make it, have it. And it's not just on a resume. Do you have it?

Please send copy letter, resumes, and creative samples to:

employment@jfitzgeraldgroup.com