



## **Digital Art Director**

The Digital Art Director is responsible for the visual style, quality and innovation of the Raidious design product. They oversee the work of other designers and artists who produce designed content, while also producing remarkable content for our clients and the Raidious brand.

A significant part of a Digital Art Director's responsibilities include finding creative and exciting ways to tell moving stories for our clients that contribute to their identified Key Performance Indicators (KPIs). This includes strategically planning creative campaigns and finding unique ways to successfully catch the eye of the audience in both organic and paid media. Your remarkable design and innovative content types should stay on the pulse of emerging digital experiences. Thoughtful consideration of audience, channel and content units are critical to client success, and ultimately Raidious' success.

Digital Art Directors are ambitious rockstars at Raidious. We have high expectations and aspirations for individuals that accept this challenge!

### **Essential Job Functions:**

- Hits every deadline. Always.
- Leads, supervises, trains, coaches and inspires the design team.
- Reviews and approves design work developed by the team before final delivery.
- Edits final designs for presentation to client.
- Meets with Account Managers and Director of Content before presenting to clients.
- Works toward presenting and defending creative concepts and design work to clients.
- Manages design expectation on larger projects and works on project budgets.
- Talks to clients and Account Managers to understand project requirements.
- Attends meetings with partnering creative agencies and freelancers.
- Works on location with partnering creative agencies and freelancers when necessary.

- Works with clients, Account Managers and Director of Content to develop clients' brand guidelines/standards for digital platforms.
- Stays on the pulse of emerging design and content products, and develops the means by which to sell more.
- Improves design quality by studying and evaluating the Raidious design product, and implements changes when necessary.
- Directs video shoots, photography sessions, animations, etc., and supervises freelancers assigned to Digital Art Director's projects as requested by the Director of Content.
- Assists with new business presentations as requested by the Raidious marketing director.
- Has working knowledge of computer design software and hardware, and strives to stay current in level of knowledge and abilities.
  - Adobe certifications desired, but not required.
- Performs other duties as assigned.

Videography, Animation, Video editing and Photography skills are also extremely desirable for this position.

All employees are required to sign a non-disclosure agreement and non-compete agreement with Raidious LLC.

## **Reports to the VP, Production**

### **Requirements:**

- College degree
- Strong communication skills
- Strong understanding of popular social media platforms
- Strong understanding and respect for deadlines
- Advanced design skills
- Knowledge of current interactive marketing best practices
- Project management skills
- Ability to work a fast-paced but flexible schedule at 40 hours per week
- Ability to work remote outside of typical business hours (Some Raidious clients require work hours on evenings and weekends)
- Independent worker with ability to complete assigned tasks, and manage a complex and fast-paced production schedule
- Ability to train peers and develop your teammates as needed

### **Support:**

- Raidious will provide a computer for the duration of your employment, as well as any rationalized software licenses. Upon termination of employment, all equipment will be returned to Raidious. A hardware purchase option may be granted in the case that the employee would like to retain possession of hardware.
- Raidious will also provide a work station at Raidious Control.
- Raidious will provide open dialogue regarding scheduling and available work, and be sure to inform employee of any shift changes or shortages.
- Raidious will provide help and training with specific certifications and software skills needed to perform job functions.

### **Compensation:**

- Based on experience

### **Benefits:**

- Raidious provides a company medical policy.
- Raidious has an open-vacation vacation policy. We expect employees to maintain a positive work-life balance.
- Raidious encourages all employees to take at least one full week off annually, completely unplugged from the office with absolutely no contact with work allowed via phone, email, or any other means. You do you!
- Raidious has no policy on physical location. You may work from **wherever you are most productive**, although each employee is expected to be available during Eastern Standard Time office hours (9a.m.-5p.m. EST).
- Reimbursement of business mileage (unlimited) and business expenses (\$100 monthly personal expense limit).
- Any conflicts will be examined individually. Raidious reserves the right to request that the employee not work on a competing account, or to deny employee work on a conflicting Raidious account.

### **Expectations and Company Culture:**

- We expect you to be productive and profitable while you're at work. We expect you to be proactive, positive and professional at all times.
- We expect you to be open and transparent — there is a zero tolerance policy for politics in this organization. Really.
- We expect you to push back when you disagree. We expect you to contribute your best thinking when you have a better way.
- We expect you to be open-minded and considerate of other people's perspectives. We expect you to support the team and lead by example.
- Raidious practices Servant Leadership. Managers work for those they manage

— not the other way around.

- Raidious is a meritocracy. Those who perform well will be rewarded accordingly.
- Raidious is a company of devout capitalists, and we will expect you to embrace profitability — not as an end, but as a means.
- We expect you to help us make this the best job you'll ever have. We hope you use this opportunity to learn and grow both personally and professionally.

We hope you'll join us on this adventure.

Accepted: \_\_\_\_\_ Date: \_\_\_\_\_  
Employee

Accepted: \_\_\_\_\_ Date: \_\_\_\_\_  
Manager