

## **CLIENT OVERVIEW**

The client is a professional services firm that works side by side with companies to help develop and deliver products that drive customer value and company results. From R&D to portfolio strategy, customer insights, marketing and sales strategy, operations and technology, the firm leverages its deep industry expertise and leading-edge analytics to create solutions that work in the real world.

**CLIENT CORPORATE ENTERPRISE FUNCTIONS** operate the firm's core internal functions. Global teams are team-oriented, pragmatic and results-driven people who thrive in a challenging work environment. Team members come from diverse backgrounds but share a passion for quality customer service and dedication.

**MARKETING & COMMUNICATION** exists to raise awareness of internal associates, brand the firm, create and distribute thought leadership content and support the business development process with communications and events support.

## **ROLE DESCRIPTION**

The firm is seeking a world-class visual storyteller and people leader to join in the role of Art Director of Video Design and Production, reporting to the Creative Director. The person in this role will design and implement video and motion graphic solutions for global campaigns across digital channels as part of an interdisciplinary marketing and communication team. The role will also manage the effectiveness, productivity and quality of video designers and agency partners.

## **RESPONSIBILITIES**

- Ideate, design and implement video and motion graphic solutions for integrated campaigns, using creative briefs and partnering with stakeholders for channels including, but not limited to: social, web, events, presentations and internal communications
- Manage the aesthetic quality, brand execution and productivity of video designers and agency partners
- Present, pitch and explore/explain ideas with senior leaders and internal stakeholders
- Ensure user experience is a fundamental driver of all video design decisions

- Develop ideas from concept through final production
- Stay current on external video design trends and best practices; share with the team inspiring and motivational insights
- Provide subject matter expertise on brand standards and educate business stakeholders on video design and production best practices
- Provide project progress reporting and team productivity insights to Creative Director Partner with content strategists and writers to ensure video design and content work in harmony
- Ensure projects are well-planned and delivered on time and within budget
- Develop and present video design strategies through visual storyboarding
- Assist the Creative Director in managing, training and growing talent
- Manage video production resources and mobile studio equipment
- Manage preferred agency partners
- Champion the master brand and ensure its use

## **QUALIFICATIONS**

- Bachelor's degree in video design and production, graphic design, advertising or a related field
- 10+ years art direction experience in creative agency or marketing environment
- Versed in digital and social design best practices
- Share a portfolio of world-class branded work with contemporary integrated campaign creative
- Proven experience interpreting, applying and consulting on corporate brand standards
- Experience with strategic brainstorming, creative brief creation, campaign development and execution
- Expert knowledge of video production, motion graphic design, post-production and sound production editing
- Experience creating compelling video storyboards
- Social media advertising experience, particularly LinkedIn, Facebook and Twitter

- Ability to work in a dynamic, fast-paced internal agency, with flexibility to shift gears fast across clients
- Strong analytical and strategic thinking skills
- Advanced proficiency in Adobe Premiere, After Effects, Audition, Photoshop, Illustrator
- Previous creative agency experience preferred
- Experience directly managing junior-senior level designers
- Excellent time and project management capabilities
- Open to light travel for on-location video shoots and in-person stakeholder meetings as needed