

## DIGITAL ART DIRECTOR

We seek those who want to be greater than who they are today. It's not ok to be ok. We fight for distinction – for work that changes an individual's outlook on life.

We want someone who sees the world differently – someone with no boundaries, but can make the impossible ... possible. Our creative work is a result of a mass integration of expertise, with the underlying force bringing them together being data and analytics. Together, we deliver the most powerful campaigns for our clients.

The Digital Art Director is responsible for creating unique, strategically-sound concepts, art direction and design on digital content/assets for Web, social media, online advertising and CRM. We challenge you to bring your expertise and creativity in the digital space – from design to production – to help drive development of innovative and compelling creative for our clients. The successful candidate needs to demonstrate proven exceptional creative skills and digital expertise.

*Your responsibilities may include:*

- Brainstorm and create concepts for best-in-class digital experiences
- Translate abstract concepts into simple and elegant digital designs
- Strategize, concept, and design groundbreaking campaigns and platforms for clients
- Develop straightforward design approaches to complex design problems
- Collaborate with our multi-disciplinary teams
- Work closely with fellow creatives and developers to ensure a cohesive design system

### Required Skills

- Photoshop, Illustrator, AfterEffects skills are paramount. Experienced in basic web, prototyping tools is also essential.
- Understanding of existing and emerging digital platforms and technology.
- Flexibility and willingness to react quickly to the changing demands of the business.
- An understanding of the various target audiences for whom material is being prepared.
- Attention to detail and the ability to multi-task effectively.
- Great presentation and communication skills.
- Experience as a Digital Art Director with an advertising/digital agency.

Please email cover letter, resume and recent work to [jireland@bcfagency.com](mailto:jireland@bcfagency.com). No phone calls please.

BCF is an Equal Opportunity Employer and Drug-Free Workplace.