Digital Art Director

Company Description

At C|O we change thinking and drive sales by connecting people, passion and food. We're a full-service marketing and communications agency making a difference across the food system—seeds in the ground to entrée on a plate. As a Digital Art Director you will help solve problems for dynamic clients ranging from scrappy start-ups to global brands that you and your neighbors already know. At C|O we value ideas, collaboration and results. Our culture is positive, flexible and dog friendly. And since we are a 100% employee-owned ESOP, every staff member truly shares in our success.

Position Description

As the Digital Art Director, you will be instrumental in the development of client brands across all digital media. You will also collaborate with teams—such as editorial, creative and marketing—on a variety of projects, including emails, digital advertising, social advertising and storytelling, web store campaign pages and product pages. The Digital Art Director will help develop new standards for digital offerings.

What Makes This a Great Opportunity?

- You will be challenged and have an opportunity to grow at a mission-focused agency that is a strategic marketing and communications consultant for leading brands spanning food and agriculture
- Corporate culture of positive core values used to guide interaction with clients and each other
- Continuous learning environment valuing ideas, collaboration and results
- Casual, friendly work environment with flexible work options
- Dogs every day—employees can bring their dogs to work with them any day of the week

Essential Responsibilities

- Conceptualize and develop digital communications including websites, mobile-optimized campaigns, targeted emails and email blasts (with A/B testing), banner advertisements and social media communications.
- Work with developers and programmers to ensure designs are functionally and technologically sound.
- Test and develop new digital design standards (graphic, typographic, motion, etc.) across all channels.
- Demonstrate a strong knowledge of product communication for both B2C and B2B audiences following marketing best practices.
- Effectively present ideas to team members, executives and clients.
- Translate others' concepts and existing client information into visually compelling stories under tight deadlines.
- Be innovative while working within client brand guidelines, templates and the creation of new campaigns.
- Prioritize and balance multiple projects effectively in a high-volume, fast-paced and deadline-driven environment.

Experience Needed:

- 2+ years of agency or in-house Marketing experience
- Proficient in HTML/CSS/JAVA
- Proven capability with Adobe® Creative Suite 6 as well as Mac® and PC platforms preferred
- Proven abilities in digital design experience including extensive knowledge of UX/UI best practices and new technologies
- Strong design portfolio
- Experience with MS PowerPoint® and Macromedia Flash preferred
- Excellent verbal and written communication skills
- Strong ability to prioritize and multitask
- Willingness to learn and apply new technologies
- Experience at working both independently and in a team oriented collaborative environment

Educational Requirements:

- Associate or Bachelor's Degree in Graphic Design, New Media, Animation or Commercial Art