

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 dinner on your plate. As a Digital Art Director you will help solve problems for global clients ranging from scrappy start-ups to brands you may 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 developing best-in-class offerings for our clients' brands across all digital media. Project work ranges from email programs to social media content to full digital campaigns.

What Makes This a Great Opportunity?

- Ability to learn and grow at a mission-focused agency that is a strategic marketing and communications leader for brands spanning food and agriculture.
- Culture of positive core values—Dedicated, Encouraging and Responsible—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.
- Bring your dog to work. Every day.

Essential Responsibilities

- Execute design of digital communications, understanding technical and functional requirements.
- Work with developers and programmers to implement design across tactics.
- Help test new digital design standards (graphic, typographic, motion, etc.) across all channels. Be innovative even within existing brand guidelines.
- Demonstrate a strong knowledge of product communication for both B2C and B2B audiences following marketing best practices.
- Effectively present ideas to team members and clients.
- High-performing self-starter who is passionate about producing great work.

Experience Needed:

- 2+ years in an agency or in-house setting
- Proven capability with Adobe Creative Cloud and digital design experience
- Understanding of HTML/CSS/JavaScript
- Understanding of marketing automation strategies. Hubspot preferred.
- Experience testing on mobile, Mac and PC platforms and browser compatibility

- Understanding of the evolving trends in user experience and user interfaces
- Knowledge of current animation best practices for banner ads and other digital platforms
- Willingness to learn and apply new technologies
- Strong ability to prioritize and multitask in collaborative environment

Educational Requirements:

- Associate or bachelor's degree in Graphic Design, New Media, Animation or Commercial Art