ART DIRECTOR & WEB DEVELOPER **JOB DESCRIPTION**

POSITION OVERVIEW

A Creative Services Specialist understands both print and web design, front-end website development and/or video production from either prior professional experience or internships. In keeping with MAPR's mantra, "we do the hard stuff," a Creative Services Specialist is expected to know or quickly learn to perform tasks related to at least two of the three general focus skillsets within our creative department: design, development and video. Our Creative Services Specialists work on many different projects for a wide variety of clients simultaneously. No two days will look alike, so rigorous time management, agility, perceptiveness and ingenuity are must-have skills to succeed in this role.

RESPONSIBILITIES

General

- Work with the Creative Director to produce effective and user-centered creative assets for a variety of clients.
- Communicate with the Creative Director and other client account management staff to provide detailed estimation of time and materials needed to produce creative work per clients' requests and requirements.
- Meet with clients to review creative work and make necessary edits and adjustments.
- Work with PR team members to develop creative elements to help clients tell their story and gain media placements.
- Participate in ongoing training and education to continually improve and expand skills and talent.

Design

- Use a variety of tools and programs to create unique designs for digital assets such as websites, email campaigns, customized social media graphics, banner ads and other assets per our clients' request.
- Design traditional printed pieces such as business cards, trade show banners, print ads, flyers, brochures, etc.
- Work with the Creative Director to develop branding and style guidelines for clients and the agency.
- Efficiently search for appropriate stock image assets or identify best options from client-supplied image assets and optimize graphics and photos for print or web use.

Development

- Translate creative design PDFs and wireframes to CSS and HTML and adjust or customize these details throughout the review process to ensure approved designs are translated as closely as possible to the final digital product.
- Configure technical details for digital projects including hosting accounts, server and database settings, domain registration, nameservers, FTP access, CDNs, CMS installation, website migrations, email account setup and migrations and more.
- Work with team to prepare development sites for client review and launch including QA and troubleshooting all site content and functionality.
- Perform cross-browser and responsive testing on a wide variety of browser, OS and device combinations.
- Work with the digital marketing team to configure and test custom tracking elements using Google Tag Manager, various A/B testing services, and/or custom code.

QUALIFICATIONS

- Internship, professional or freelance experience in creative services for business clients.
- Proficient in several tools and programs related to specific creative skills:
  - **Design:** InDesign, Illustrator, Photoshop, Keynote, Pages, etc. Must be able to pass our design test during the interview process.
  - **Development:** CSS, HTML, Javascript, PHP, WordPress, cPanel/Plesk, Google Tag Manager, etc. Must be able to pass our coding test during the interview process.
  - **Video:** Final Cut Pro X, Adobe After Effects, Premiere, Lightroom, Photoshop and Illustrator, Celtx, Canva, Storyboarder, Handbrake, etc.
- Demonstrable skills in using constructive criticism and feedback to improve creative iterations for client projects.
- Comfortable knowledge of computers, the internet and technology in general.
- Working knowledge of HTML and CSS.
- Basic understanding of server and database configuration and function.
- Excellent communication skills, including active listening.
- Deep interest and curiosity regarding websites, design, creative media and digital marketing.