ART DIRECTOR

Location: On-site with monthly remote days (Greenville, SC)
Schedule: Full-time
Department: Creative
Reports to: Group Creative Director

JOB OVERVIEW

The Art Director is a mid-level leadership role within the creative department responsible for guiding visual direction and ensuring the successful execution of creative projects. This individual bridges conceptual thinking and hands-on design, working collaboratively with team members across departments to develop and execute compelling creative solutions.

The Art Director is expected to take ownership of projects from concept through production, provide direction to junior team members, and uphold the highest standards of design excellence while maintaining alignment with client brand strategies.

KEY DUTIES & RESPONSIBILITIES

- Collaborates with creative director, copywriter, designers, and account teams to concept and execute integrated campaigns and projects.
- Leads visual development from concept through completion, ensuring creative quality and strategic alignment.
- Provides direction and mentorship to junior designers; reviews work and delivers constructive feedback.
- Designs and illustrates as needed, maintaining a strong hands-on role in execution.
- Ensures all creative work adheres to and enhances client brand standards.
- Presents creative concepts and work internally and to clients with confidence and clarity.
- Art directs photo shoots, video shoots, and other production activities as needed.
- Works with production team and vendors to ensure high-quality final deliverables.
- Reviews design setup and proofs to ensure accuracy and production readiness.
- Participates in new business pitches and contributes to creative strategy development.
- Maintains high proficiency in required software and stays current with industry trends and best practices.
- Manages deadlines effectively and communicates proactively regarding timelines and potential challenges.
- Assists in maintaining organized digital file systems and supports team-wide accessibility of assets.

REQUIREMENTS

- Degree in graphic design or related field
- 5-7 years of design experience
- Strong portfolio demonstrating conceptual thinking and executed campaigns
- Extensive experience with Adobe Creative Suite
- Knowledge of production processes (print, digital, video, etc.)
- Strong presentation and communication skills

- Demonstrates will to win, excellence, dependability, curiosity, and respect.

Please submit resumes to sydney@crawford.agency.