



**Senior Art Director
Marketing and Communication**

Canisius College is accepting applications for a Senior Art Director who will be a key member of the Creative Services team within the Marketing and Communication department. We seek a flexible and creative team player who can conceptualize and develop creative materials that position our brand against educational institutions world-wide. You will work closely with and across teams that include Public Relations, Marketing, Web Services, Admissions and Institutional Advancement.

This position requires experience in desktop publishing, preferably within an advertising agency, media or similar marketing environment, a solid understanding of how to translate communication objectives visually to tell a story, and a strong drive to innovate and develop something new and different. The ideal candidate will have strong aptitude for project management, be a strong written and oral communicator, be able to demonstrate a consultative approach to design projects and manage client expectations. The Senior Art Director reports to the Director of Creative Services. This is a full-time position.

Responsibilities:

- Highly-creative and conceptual marketing design and desktop publishing.
- Act as a creative project manager on behalf of the team.
- Assist in the creation and communication of new brand.
- Concept, design and execute materials for use in marketing, publicity and advancement initiatives, including print and digital marketing materials, event signage/branding, premiums, etc.
- Own the production, organization, and review of graphic assets.
- Take briefing and iterate on visual approaches within a cross-functional team.
- Contract, coordinate and/or supervise photographers and photo shoots as needed.
- Utilize available resources as required to meet deadlines and delivery dates, while monitoring budget parameters.
- Manage Creative Services Department as needed, including overseeing and mentoring work-study students.
- Other duties as assigned.

Qualifications:

- At least 5 years of experience as an art director, desktop publishing designer, interactive designer or similar role within advertising/interactive agencies, media companies, publishers/ad networks, or similar industries.
- An online portfolio demonstrating inspired creative work and experience creating a clean, compelling aesthetic that is optimized for functional communication and a high degree of fit and finish.
- Experience in the creation of effective solutions to clients' marketing and business problems that scale a variety of media including custom print and collateral materials, signage and environmental graphic design, digital sales presentations, web/email communications, etc.
- Exceptional design skills including layout, typography, and optimized image production for the Web.
- Demonstrated mastery of creative process and ability to communicate data visually with limited conceptual external input.
- Proven ability to work cross-team and synthesize feedback and input from supervisors and clients.
- Excellent written/verbal communication and collaboration skills.
- Proven ability to manage multiple projects at one time to make aggressive deadlines.
- Team player with refined design and communication skills.
- Desire and ability to work in a fast-paced environment.
- Bachelor's degree required.

Specific Skills:

- Proficiency in a variety of design tools such as InDesign, Photoshop and Illustrator.
- Superior conceptual and design skills with comprehensive knowledge of real-world distribution mechanisms (PowerPoint/Keynote, email, online, WebEx, etc.).
- Exceptional project management skills and ability to work independently and collaboratively to complete cross-departmental initiatives.

To apply, please send cover letter, resume, three professional references, and three samples of your best work (detailing your involvement) by October 17, 2014 to: Andalyn Courtney, Director of Creative Services at hr.recruiter@canisius.edu (please put ART in subject line) or Human Resources, 2001 Main Street, Buffalo, New York 14208.

Canisius College, a Catholic and Jesuit university, is an independent, co-educational, medium-sized institution of higher education. Minority candidates strongly encouraged to apply. Canisius College is an Affirmative Action/Equal Opportunity Employer.