

# SENIOR GRAPHIC DESIGNER

The Senior Graphic Designer is responsible for concepts and design executions in the production of interactive, advertising and marketing projects and campaigns. The senior graphic designer works with the creative and account team to determine creative direction and translates into appropriate deliverable outputs. The senior graphic designer can also work as a part of a design team on projects. The senior graphic designer may supply copy or headline concepts for a project from time to time. The team concept allows full cooperation between creative partners.

## Responsibilities:

- Designs print ads, brochures, booklets, fliers, websites, interactive/web ads and more, according to strategic plans provided by account executives.
- Meets as needed with client service team members and interactive personnel to ensure coordination between traditional and interactive advertising and marketing efforts.
- Works with art directors, copywriters, account team and additional designated "team" personnel in production of said materials.
- May work with senior art director/creative director in selection of design elements, papers, vendors, models, freelancers, broadcast talent, and any and all outside sources/purchases needed to fulfill production of each project.
- Strives to meet assigned deadlines. Alerts senior art director/creative director/managers if deadlines cannot be met for any reason, or if an extension is required.
- Works with production personnel, providing complete input, and any instruction and supervision required to smoothly complete production of approved design. Provides all required specifications (colours, fonts, papers, sizes, etc.) to production team (interactive or print).
- Reviews all production materials on assigned projects, and signs off prior to forwarding job to traffic manager for further required approvals/outside production.
- Writes ad copy and headline concepts as requested.
- Art directs videos, photo sessions, audio tapings, press-proofing, etc.
- Meets with account executives as required ensuring timely and accurate completion of projects.
- Assists with new business presentations as requested by the agency marketing director or designated account executive(s).
- Keeps managers informed of need to upgrade design-related computer hardware/software. Maintains said equipment/supplies for use in the creative department.
- Has working knowledge of computer design software and hardware and strives to stay current in level of knowledge and abilities.
- Represents the agency at industry functions—promotes the agency at every opportunity. Is fully familiar with agency credentials and specialties.
- Other duties as required.