



Senior Art Director

Job Description

Department: Marketing

Reports To: Director of Marketing

Prepared Date: 1/2019

Role Summary:

This individual will be responsible for the overall look and feel of the Yuengling brand across all consumer touchpoints, and leads the Yuengling design team to best execute the brand's visual identity across packaging, POS and tactical programming, including creative and brand experiential marketing (eg: brewery campuses). The ideal candidate has a strong entrepreneurial spirit, a passion for brand design, and experience in consumer package goods design and a packaging production landscape. They will define and assure achievement of a high creative bar by maximizing both in-house and external agency creative potential. This person should have a strong art direction background, experience working in a fast-paced environment across a wide range of projects, in collaborating with external partners, have the know-how to work closely and lead other creatives to deliver against project timelines, and the ability to cultivate strong stakeholder relationships. This is both a strategic and a tactical position responsible for leading the design department, and creating processes that build and maintaining a strong, consistent and impactful visual identity for Yuengling. Only those that are willing to get their hands dirty to design and lead should apply.

Leadership

- **Brand Stewardship** – Owns the brand's visual identity. Understand and maintain the brand standards and distinctive assets to develop creative solutions to build and elevate the brand, and visually tell our unique story.
- **Drive for Creative Excellence** – Consistently delivers high standards, overcoming obstacles to consistently deliver the best end result. Brings a fresh perspective and passion to each project, while pushing the brand and creative work to continuously improve.
- **Drives for Results** - Drives for results and succeeds; has a sense of urgency and discipline to deliver projects against key timelines.
- **Idea Leadership** – Conveys and reinforces breakthrough thinking as a role model within the organization. Champions innovative ideas and pushes them through. Motivates and inspires the team and internal stakeholders to achieve our best possible work.
- **People Development** – Coaches and develops team member's capabilities in an inspiring manner.

Essential Duties and Responsibilities:

- Oversee team delivery of design work-streams across all consumer touchpoints ranging from packaging, POS and tactical programming, including creative and brand experiential marketing. Given the importance of design, the Director will need to focus on priority setting and high volume of varied size projects to ensure success.
- Own all brand standards for Yuengling businesses and internal requirements, serving as a checkpoint in regards to logo usage, brand guidelines, graphic standards, etc. Possesses desire to best execute brand standards across a variety of established and new tactics.
- Oversee the design creative process and provide direction to agencies and internal teams to deliver a creative strategic visual vision for the Yuengling brand.
- Work across all members of the marketing team to provide a consistent creative look and feel for retail programs and POS to support on and off premise channels and sponsorship assets.
- Leads the creative concepting and execution of innovative/creative packaging that supports business ideas, platforms, categories, and brands. Works with external partners and production vendors to manage idea generation and commercialization/production process.
- Meets regularly and collaborates across the marketing department and inter-agency-team to keep partners up to date on project status, creative activity, etc. Ensures creative deliverables are met according to marketing calendar requirements.
- Maintains and leads relationships with outside print vendors, including managing the design team to communicate and relaying specifications for production details.
- Capable of leading the department/people development and also working on select design projects.
 - a. Assists in maintaining and establishing design department policies
 - b. Develops leadership/design capabilities for direct reports and identifies organizational needs.
 - c. Follows the latest trends in design, advertising and marketing to ensure Yuengling design team is fluent on current thinking and the Yuengling brand remains modern and relevant in beverage category.

Key Behaviors/Skills

- Demonstrate how they have leveraged their leadership, communication and people skills to influence the development of breakthrough design.

- Must be well organized, detail oriented and have strong time-management skills in order to balance competing priorities and multiple projects of a fast paced environment. Highly self-motivated with ability to work hours as required.
- Should be comfortable overseeing a significant variety of projects: from OOH, digital, packaging, point-of-sale items, social media content, among others.
- Possess excellent communication skills (both in conversation and in writing), with an emphasis on pitching and presentations, running work-sessions, and articulating and defending creative decisions.
- Strong team player who interacts well across members of the marketing department and the sales force, can articulate and present ideas to management, provide vendors clear directives and instruct print shops on proper usage of materials.
- Uses problem-solving skills and creative thinking to present new solutions to projects and challenges presented. Must be self-assertive to go beyond what is initially requested and to move projects forward without having all necessary information.
- Proven leader who can collaborate to achieve best outcomes. Good listening skills are imperative to understand other's point of view. Must cope well with key stakeholder feedback.
- Maintains and keeps all information confidential.
- Must be able to lift, carry, push/or pull up to 35 pounds.
- Performs additional duties and responsibilities as requested, directed or assigned by Management.
- 10% Travel - available for occasional overnight travel as needed

Education and/or Experience:

- Passion for design and a love for food and beverages.
- Bachelor of Arts in Graphic Design or Communication Design.
- 10+ years developing and executing integrated and innovative marketing campaigns; ideally for leading consumer brands, including 3+ years of experience leading graphic design teams.
- Portfolio of work demonstrating strong design in CPG branding and packaging design, branding and storytelling, with examples across consumer touchpoints.
- Proven track record partnering with multiple disciplines on projects.
- MAC experience with knowledge of Adobe CS6 or higher as well as Microsoft Office Suite. Coding knowledge is a plus.
- Packaging/Product/POS: Art direction or relevant packaging and product pipeline concepts.
- Video/Photo Shoot: Art direction for video and print production materials.
- Digital design: including web, digital advertising, e-mail and social media.
- Experience with copywriting and copy editing.
- Have thorough understanding of packaging print production techniques.

***Interest applicants should send their resume and salary requirements to
jobs@yuengling.com***

