

# Art Director

## About Memory Tree

Memory Tree Productions is an end-to-end digital marketing production studio. We're a team of highly skilled, creative people. Some of us are Producers, Directors, Cinematographers, Animators, Video Editors, or Graphic Designers, but we're all storytellers. Since 1996 we've produced literally thousands of videos and tons of other creative collateral, aimed at doing everything from marketing various products to educating employees about workplace safety, to helping charitable and community-based organizations help make the world a better place. What sets us apart is our ability to truly understand the goal of any message, and translate it into memorable, meaningful content that makes an impact.

For more information, please visit our website: [memorytree.ca](http://memorytree.ca)

## About the Opportunity

We are looking for a talented, enthusiastic, and energetic full-time **Art Director** to join our team in **Kitchener, ON (hybrid)**. The right candidate will be responsible for helping to oversee the Memory Tree design process; working with media production colleagues to ensure all technical and creative specs have been followed, quality assurance on all projects, making sure deadlines are met, overseeing file, folder and naming structure of digital assets have been followed by the design team and sub-contractors. The Art Director will keep in close communication media production team colleagues, as well as communication between producers, account managers, project managers, and any applicable freelance/sub-contractors.

The right candidate enjoys working in a fast-paced, fun, dynamic collaborative environment and has exceptional organizational, time management, and communication skills. They can multi-task with ease across multiple concurrent tasks and projects. Key responsibilities include:

- Assisting the VP of Media Production with planning for future projects and technical innovations to help foster greater creative flexibility and efficiency.
- Developing creative concepts and writing/drafting copy and scripts accordingly.
- Reviewing concepts and content for quality assurance to align with client branding standards and the standards set by the VP of Media Production.
- Working collaboratively with media production team colleagues, and outside vendors to ensure projects are completed according to the outline statement of work.
- Oversees the development of graphic design/media production processes and standards.
- Helping to oversee the graphic design team and the design concepts, working closely with the applicable Producer, Account Manager, and Project Manager, as well as media production colleagues.
- Review creative work, giving guidance to the media production team colleagues and ensuring client direction is followed.

- Helping to lead the standardization of graphic design products based on an understanding of various client branding standards and the expectations of the VP of Media Production.
- Troubleshooting technical issues as they relate to media production and related software (e.g. Adobe Creative Suite, etc.)
- Monitoring image license usage from stock libraries to ensure that the graphic design teams use appropriately licensed images, stay within the limits of our existing subscriptions, and/or expand those limits when needed.
- Working closely with the with other Creative Leads in coordinating media management of all assets related to projects and their archiving.
- Provide weekly reports to the VP of Media Production on the graphic design capacity and project status.
- Maintaining knowledge of emerging legislation, policies, approaches, technologies and trends in Graphic Design, Animation, Photography, and Video.
- Working with the senior leadership to develop and distribute documentation on Memory Tree's best practices and media production policies.
- Responsible for training new staff on related procedures and policies.

## About You

To qualify, you'll need **2-3+ years of successful art direction experience** as part of a creative or media production agency or marketing department, including freelance work. You also possess **post-secondary education** in a related field or equivalent experience.

- Strong knowledge of Creative and Graphic Design and Production principles as they could be applied to Photography, Animation and Video.
- Self-motivated and detail oriented with the ability to work equally well independently and as part of a diverse team.
- Strong organizational and time management skills, including the ability to multitask and prioritize multiple competing projects and tasks.
- Ability to work under tight timelines.
- Strong customer service, relationship management, and teamwork mindset.
- Ability to understand and respond well to feedback and criticism.
- Strong collaborative problem-solving skills.
- Highly skilled in Graphic Design software (e.g. Adobe Creative Cloud, including Illustrator, Photoshop, InDesign, Acrobat, etc.)
- Proficient working with email and productivity software (e.g. MS Office, Google Workspace, etc.)
- Familiarity with video editing and/or animation productions and software (e.g. After Effects, Premiere, etc.) is considered an asset, but not required.
- Strong communication and interpersonal skills in English – written and verbal (*Bilingual in French or Spanish is considered an asset, but not required*)
- Class G drivers license and the ability to travel to locations not served by public transportation

## About the Benefits

As a valued member of our team, you can expect salary between **\$65,000 and \$75,000** per year, based on skills and experience. You will also enjoy a host of great benefits, including:

- Health benefits package
- A paid day off for your birthday each year
- Up to two paid-for mental health days each year
- Up to two paid-for family care days each year
- Up to five paid sick days per year
- Two weeks paid vacation to start, or commensurate with experience.

Memory Tree invites all interested individuals to apply for this position and encourages applications from people with disabilities, Indigenous, Black, and all racialized individuals, as well as people from a diversity of ethnic and cultural origins, sexual orientations, gender identities and expressions. We make hiring decisions based solely on qualifications, merit, and business needs at the time.

Memory Tree is an equal-opportunity employer that is committed to diversity and inclusion in the workplace. We employ people without regard to age, ancestry, colour, race, citizenship, ethnic origin, place of origin, creed, disability, family status, marital status (including single status), gender identity, gender expression, sex (including pregnancy and breastfeeding), or sexual orientation.

We offer employment accommodation across the recruitment process and all aspects of employment consistent with the requirements of [Ontario's Human Rights Code](#).

If this sounds like a perfect opportunity for you, **apply now!**