



# Job Description

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<b>Job Title</b> Digital Art Director	<b>Job Location</b> Dar es Salaam	<b>Category</b> -
<b>Job Type</b> Full Time	<b>Job level</b> Intermediate	<b>Industry</b> -
<b>Open to Expatriates</b> Only Open to Tanzanian Nationals		

## Minimum Requirements

<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> -
<b>Secondary Industry</b> -	<b>Primary Category</b> -	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

The key purpose of the digital art director is to be responsible for the conception, design, and sometimes execution of digital visuals to be used in online advertising and digital marketing. Digital art directors are passionate about creating highly intuitive, beautifully crafted ideas across web, mobile apps, and social media platforms. The digital art director is a key player in the development of digital campaigns. Therefore, the digital art director must have strong experience across a range of mediums, including digital, social, integrated, and sometimes even traditional.

## Responsibilities

- Generate clear ideas and concepts in tandem with the copywriter
- Produce sketches, storyboards, roughs to visualize ideas
- Understand marketing initiatives, strategic positioning and target audience
- Cooperate with the rest of the creative team across different types of media
- Take work from concept to final execution within deadlines
- Manage and delegate responsibilities to other designers and provide directions
- Present completed ideas to clients/team members
- Stay on top of all trends and maintain best practices

## Education & Qualifications

Tertiary qualification in related field (e.g. communications, English, PR, copywriting, journalism) essential

## Requirements

5 - 7 years relevant experience

## Characteristics

- Proven working experience as Art Director
- Learns fast and is able to understand what is being asked for by the creative and brand team
- Is highly creative and proactive
- Loves digital
- Works effectively under pressure
- Hands on experience with logo design, typography, color, web layout design, print production, image selection and package design
- Proficient use of InDesign, Photoshop, Illustrator or other visual design and wire-framing tools

- Demonstrable graphic design skills with a strong portfolio
- Incorporate feedback and take/give direction well
- Team player with strong communication and presentation skills
- Relevant education or training
- Award-winning creative work portfolio reflecting your creative proficiencies
- A great conceptual thinker
- Meticulous designer
- Understanding of social media marketing (Facebook, Twitter, YouTube, Instagram, other) is beneficial.
- Knowledge of and ability to keep abreast of new developments within the social media, Creative and passionate about social media

## Driving Licence

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Not Required

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