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# Example of Digital Art Director Job Description

Our innovative and growing company is looking to fill the role of digital art director. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for digital art director

* You’re dialed in
* You've got to be a team player
* You are a strategist artist
* You should be incredibly organized, methodical and timely
* Assist in production of email advertising and gif animations
* Partner with Creative lead, Designers and Project Managers on day-to-day creative updates and site changes
* Partner with the Creative Studio, Global Digital, Global Marketing and PR teams for design and business related strategies
* Ability to mentor and manage junior level designer
* Must have knowledge of e-commerce and digital design
* Seasonal gifting campaigns such as Holiday, Mother’s Day, Father’s Day and Sale

## Qualifications for digital art director

* Deep and proven experience in Direct Response and email marketing initiatives
* Understanding of the Creative Brief process
* Demonstrable ability to manage multiple complex and diverse projects
* Experience working in collaborative technology platform environments
* Portfolio of interactive work in the digital direct channel, including email marketing
* Understands the drivers of creative optimization methodologies, including testing and metric driven recommendations