



Example of Freelance Art Director Job Description

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Our company is hiring for a freelance 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 freelance art director

- Ensure that marketing on all channels is brand-right
- Manage multiple projects in various states of completion to ensure all timelines are met
- Possess the ability to evaluate creative and convey constructive feedback to designers to grow their skill set while elevating the creative
- Ability to manage and art direct still life and model photography
- Art directing in house e-commerce shots overseeing retouching
- Creation of site and digital media assets, social media, direct mail, in-store signage, and special events
- Conceptualize and design daily editorial and promotional emails
- Execute creative work from concept to final execution
- Collaborate with cross functional partners to ensure marketing assets meet business goals
- You'll design/art director digital/social content, pitch documents and a range of campaign support material

Qualifications for freelance art director

- Foster open collaboration with all editorial vertical heads creative department heads
- Manage, mentor, and direct editorial design staff, production designers, freelance designers, and interns

- Must be enthusiastic about working with entire Photo Studio team for the successful and complete production of photography services for Urbanoutfitters.com
- 2 + yrs of flats and home styling experience preferred