

## Art Director

Do you want to be part of one of Australia's fastest growing agencies? Bastion Brands is a unique agency that champions emotionally driven communication in the healthcare and pharmaceutical industries.

Fresh off winning 'best advertisement' at last year's Prime Awards for Pharmaceutical Excellence, we are looking to take that momentum further and now require an experienced Art Director with a good grounding in video, print and digital platforms, who can above all conceptualise, convey and present award-winning ideas.

### Role Summary

As Art Director, you will work closely with the Creative Director to bring to life key communication objectives for our clients. Your time will be split between conceptual development of integrated campaigns, including creating video content, print advertising, top-line digital concepts, brand design and event activity.

It is truly a dream role for an 'ideas person'.

You must be able to understand a complex brief, come up with powerful ideas, and have the passion and drive to communicate and sell those ideas to a growing client base.

Your attention to detail is also important. In the pharmaceutical industry, there are many compliance issues that make 'what we say and how we say it' a challenge at times. So a strong will to push the work through stages of development is required.

You will also have to have experience in the full Adobe suite. Any experience in After Effects or Premiere Pro is a bonus, as producing video content is a big part of the role.

We are above all looking for someone who presents a good broad knowledge of the modern communications agency, embracing paid, earned and owned channels. Whilst video and print are the main current roles, experience and exposure to digital and social media is essential.

### Core Responsibilities

#### Concept Development

- Produce great ideas to answer specific client communication needs
- Work from a brief, often with a copywriter, to generate ideas ready for presentation
- Work on designs to produce an effective advertising campaign

#### Working Process

- Commissioning specialists, such as illustrators and photographers, to work on projects
- Managing projects and working within a budget editing the final results for presentation to the client
- Managing projects, on and off location
- Working within a budget
- Understanding of studio filing and finished art requirements for print
- Ability to work well with suppliers - e.g.: on video and still shoots

### Required Excellent Skills

- Highly creative
- design and presentation skills
- Work well in a team and have a positive attitude
- Have a thorough understanding of photography, typography and printing techniques
- interpersonal and communication skills
- Have a passion for digital communications
- interpersonal and communication skills
- computer skills in relevant art and design software packages (Adobe CC Suite)
- Be able to work under pressure
- Be highly motivated, patient and well organised
- Have a good eye for detail
- Be able to see other people's point of view and cope with criticism
- Be able to work within strict budgets
- A bonus if you have worked in the pharma and healthcare industry

### Culture and Professionalism

You need to indicate a positive, energetic and enthusiastic personality – and, importantly, brave in your ideas and willingness to push them! You are strongly encouraged to be driven, ambitious and hungry for success, both as an individual and for the business as a whole. Client facing responsibilities are super important in your role, you will need to be able to present yourself in a professional manner at all times. It is extremely important to be punctual in all aspects from clients to colleagues.

### Our Commitment to You

You will work closely with the Creative Director, the Creative team in general, and the key account service teams to develop your skills and strengths. We will work to develop your understanding of healthcare industry and help you to harness your interests and passions to get the most from your work. We will support you in all of your professional endeavours and we will make sure that your working environment is great and that you can get the most from yourself.

If you are motivated to join this energetic team, please submit a portfolio of your previous work in a PDF File. Put your personality on a page, by transforming your resume into something extraordinary.