

Big Ideas, Visual Design, UI/UX, Motion

Art Director

Position	Full-time Salary
Reporting	This position reports to the Managing Director
Compensation	\$60,000 - \$70,000

Introduction

As Art Director at Grassriots you'll be joining one of the best, most innovative, boundary-pushing agencies in Canada. Grassriots is a full-service digital agency, supporting high-profile national and international non-profits, charities and social enterprises. At Grassriots your work will have measurable social impact with global reach and influence.

What's it like working at Grassriots?

Our People: We're a dedicated group of folks who are actively helping to make the world better every day and achieve progressive change by working with charities and nonprofits. We come from fundraising, advertising industry, other charities, CRMs, and that vast and random place we call 'digital marketing'.

Our Passion: We care about a positive and healthy work culture. We help each other out, build each other up, and see collaboration as important as the air we breathe. Some of our clients

include Amnesty International, Doctors without Borders, Oxfam, CNIB, Pathways to Education, and Humane Society International.

Our Values: We only work with organizations who are doing work we believe in. Work that's changing hearts and minds, changing legislation and policies, and sometimes even changing the game. Issues we work with clients on include but aren't limited to food security, human rights, environmental issues and climate change, international disaster and relief, and animal rights issues.

Grassriots is an equal opportunity employer and all applicants will be considered. Folks who come from underrepresented or marginalized backgrounds are strongly encouraged to apply. We are committed to a diverse and inclusive workplace where we learn and work together to change the world. Our staff has racial, cultural, ethno-cultural, social class, sexual orientation, gender, and language diversity, and we are looking for more. We're a better team because of it.

What's the work about?

Not to brag, but it's pretty incredible work. You'll get to work with charities and nonprofits, on campaigns and projects that range from fundraising and growth to engagement and behaviour change, and are often some kind of combination.

Reporting to the Managing Director, the Art Director will get to solve real problems that non-profits have, from finding new monthly donors to launching new brands, from building awareness to helping target corporate misconduct, from helping reinforce positive consumer behaviours, to planning, building, and managing digital lead generation campaigns and year-end fundraising campaigns. And so much more.

The role of Art Director

- ▶ Work with the strategy team, development team, and the creative team to connect approved strategies to the development of breakthrough creative products (including but not limited to):
 - Big idea concept development, designing multi-channel campaigns, UX/UI design, brand and identity, social content, motion design, asset production, data visualization, video and illustration/photography direction, etc.

Art Director

- ▶ Work collaboratively with the strategy team to align creative development with client-approved strategy requirements/needs
- ▶ Act as a brand steward, ensuring flawless adherence to brand standards and vision
- ▶ Present creative both internally and to client, maintaining strong client communications and presentation skills
- ▶ Lead and participate in internal and external meetings to ensure that creative development is aligned with Grassriots' objectives (resources, budget, strategy, development needs)
- ▶ Work collaboratively with the creative team (Creative Director, copywriters, communication designers, UI/UX) to develop best in class creative
- ▶ Communicate and manage creative expectations and standards to external vendors and collaborators (artists, photographers, videographers, illustrators, stylists etc.)
- ▶ Work collaboratively with the development team to align creative concepts and strategy with development requirements/needs
- ▶ At times, may be requested to provide leadership, mentorship, and management assistance for the creative team (graphic designers, etc)
- ▶ Use project management techniques/principles to plan and manage multiple concurrent projects with conflicting deadlines, effectively using resources to achieve deliverables and manage competing priorities
- ▶ In consultation with the Director of Resources and Operations and the Creative Director, lead and provide oversight for projects throughout the entire project lifecycle
- ▶ Exercise sound judgement and leverage communication skills to coordinate internally and externally
- ▶ Use presentation skills to explain creative decisions and promote initiatives to internal/external stakeholders
- ▶ Contribute positively to Grassriots culture while adhering to policies and norms outlined in employee handbook
- ▶ Be amenable to critical feedback and maintain a willingness to explore new solutions to meet objectives

Human skills:

- ▶ Our team members thrive in a deeply collaborative environment. We're low-ego, we have integrity and respect for others and adaptability regarding positions, decisions, recommendations, and directions. We're motivated, we're problem solvers, and we're empathetic while doing it. Lastly, we try to have an inclusive lens in our relationships with each other and with our clients.

Vocational skills:

While we're not looking for expertise in every category, we're looking for individuals who have directed their passion and developed their talents in the following ways:

- ▶ Inspired: You're passionate about digital design and innovation and stay connected to emerging possibilities and campaigns in digital media, technology, IA, and even AI. You know that you don't have anything if you don't start with an idea that resonates.
- ▶ Committed: You care about our clients, their causes, your colleagues, and Grassriots' mission to change the world.
- ▶ Curious: Despite your expertise, you know asking questions is the best way to learn and that learning is never done. Your life is filled with hobbies, interests and travel, because it's who you are and it makes life better. It makes you better.
- ▶ Open: You're passionate about your ideas but you understand that the best ideas come out of collaboration and openness to generative critique. You see feedback as iterative and about building each other up to put Grassriots' best out there.
- ▶ A Creator: You're an expert at Photoshop, Illustrator, InDesign and beyond. You've got motion skills in After Effects, Adobe Animate, or the like. It's an asset if you use various UI/UX tools (InVision, Figma, Sketch, XD, etc.) and more. You know how to get it done! Whether it's building a social campaign from the ground up, starting with branding and ending with a breakthrough video, or producing an illustrated interactive experience, you find the right people, connect the right skills, and execute emotionally compelling creative that motivates people to ACT.

Art Director

- ▶ A strong communicator: you can quickly take discovery reports, strategic plans, and other complex bodies of info, and distill them into highly focused creative products that tell our client's stories and get them the results they seek.
- ▶ An effective leader: No matter the challenge, internal or external, you can identify needs and collaborate with all types of people to reach solutions efficiently, turning feedback you receive into improved processes.
- ▶ A project manager: You can juggle the nuts and bolts of complex projects and prioritize them to meet internal and external deadlines while maintaining transparent, respectful, and professional communications with all members of the team.

Benefits and perks:

- ▶ This is a full-time position.
- ▶ Networking and industry learning opportunities.
- ▶ The position would be located in our east end Toronto office. We all work from the office and are flexible about working from home/other locations with good wifi however during the period of COVID-19, we are working from home.
- ▶ To apply, email us at leah@grassriots.com with your CV and Cover letter. Only qualified respondents will be contacted.

Benefits

Summer Long-Weekends

In addition, you may take advantage of our Summer Long-Weekend policy, adding a day to each civic holiday weekend.

Progressive Values

We offer the opportunity to wake up every day knowing the work you do is helping make the world a better place.

Equal Opportunity

Grassriots is an equity-seeking organization. People who identify as being from marginalized communities, including women, Indigenous peoples, racialized people, people with disabilities, people identifying as LGBTQ2, and people from low income backgrounds are especially encouraged to apply.

The Best Clients

We work with some of the world's greatest clients: Doctors Without Borders, Amnesty International Canada, Environmental Defence Canada, Unicef, Ecojustice, Cystic Fibrosis Canada, Campaign for Tobacco-Free Kids, Nature Conservancy Canada, and more.