

## **JOB DESCRIPTION**

### **DESIGNER – CREATIVE**

Hirons is an advertising, public relations and digital agency delivering bold ideas. For more than 40 years, our research-based, results-driven approach has helped hundreds of clients reach their marketing and communications goals.

Hirons employees are especially enthusiastic and loyal because our unique structure provides each an ownership stake in the company. Together, we daily live out the Hirons mantra: Outwork, outthink, outperform.

We welcome your interest in joining our talented and dedicated team.

Hirons. **Be bold.**

#### **Creative department**

Hirons' vision is to be one of the best creative development options in the Midwest. To continue our tradition as an award-winning creative department, we must bring bold ideas to the table. We thrive in creating integrated campaigns that serve our clients' business and communications goals. Once we have the job, we must produce work that turns heads, gets people talking and tangibly adds to the bottom line.

Creative works in concert with other agency departments to move our clients' brands forward. Together, we articulate and implement best practices to achieve successful integrated communications campaigns. Our strength is combining high level craftsmanship with best practices in media and technology to yield best results for clients.

#### **Designer summary**

Designers are responsible for developing the visual realization of art concepts in the production of advertising. Designers work with an account team to create the look/style of a concept that is then translated into advertising. They may also supply production for a project.

While job functions vary by client, a successful designer will:

- Have the ability to manage multiple projects in a fast-paced environment on time and within budget
- Stay on top of trends and find innovative ways to meet client goals

#### **Duties and responsibilities**

- Think creatively and drive new ways to visually support everything from broad strategic concepts to design functionality
- Work collaboratively within the agency's creative team
- Work independently and check in frequently with their supervisor to solve problems and update project statuses
- Learn quickly and be willing to learn new design methods; stay up-to-date with all current design technologies, trends and developments
- Follow all internal procedures, particularly quality control procedures
- Contribute to the profitability of the creative services department and the overall growth

of the agency

Designers report to the executive creative director.

### **Qualifications and skills**

- Minimum two years of professional design experience
- Verbal and written communication skills
- Ability to work under deadline and budget guidelines with a variety of clients
- Basics of customer service and professionalism
- Strong knowledge of marketing strategies, concepts and marketing communications principles
- Ability to advise regarding typography, print process, paper, ink, photography, audio and video production
- Strong sense of design principles, typography and layout
- Knowledge of digital photography and photo editing
- Knowledge of print production for various outputs
- Ability to prepare print-ready files
- Demonstrated ability in industry and print technology including:
  - Adobe Creative Cloud (InDesign, Illustrator, Photoshop, with an emphasis on InDesign)
  - Pantone Color Matching System
  - MacOS software programs
  - Microsoft Office suite
- Preferred knowledge in:
  - Adobe After Effects and Premiere
  - WordPress, Sketch, Google Web Designer, and basic understanding of HTML and CSS

### **Character**

All Hirons employee-owners are required to uphold the highest standards of ethical practice and business conduct. Hirons holds itself to the ethical standards set by the Public Relations Society of America, the American Advertising Federation (via the Institute for Advertising Ethics) and the Interactive Advertising Bureau. As a Hirons employee-owner, you are expected to:

- Be clear, forthright, direct and sincere in every interaction – whether with clients, colleagues, the media or the public.
- Do what you say you are going to do.
- Do the right thing.
- Always act in the best interest of the client.
- Always involve the client as a full partner.
- Treat everyone with dignity and respect.
- Be the colleague you want to have.
- Never say or do anything that you would not want to be a trending topic on Twitter.
- Never disparage a competitor, colleague or client.
- Earn, preserve and protect our reputation.

### **Equal opportunity employment policy**

Hirons prohibits discrimination and harassment of any type and provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.