

Art Director & Lead Designer

Full Time

Position Overview:

This position will focus on two priorities: Marketing our services to new clients, and leading the design work for our clients.

In the past we relied upon freelance designers, but now we are excited to bring those skills in house. We are looking for someone who is a skilled artist, but also understands the business side of creativity and how to combine the two into a successful marketing plan which will have a positive effect on our clients' bottom-line profits.

Ideal candidates will have a creative personality, a strong eye for design, insightful marketing ideas, the persistence to plan and follow through, a willingness to grow, and a desire to commit to our team and the clients we serve.

Position Requirements:

- A strong portfolio of design work, a portion of which must be web-focused.
- An eye for the nuance and subtlety of design.
- General Marketing skill and/or experience.
- A strong command of web usability principles.
- The ability and discipline to work proactively.
- A desire to learn from, and work with, our team.
- A working knowledge of CSS and HTML programming.
- A strong working knowledge of SEO principles.
- Strong written and verbal communication skills.
- Strong organizational, detail, planning, and time management skills.
- Strong technical ability - you be must proficient with Mac computers and software.
- A close alignment with our companies' mission and core values.
- Photography and videography knowledge is a bonus.

Internal Marketing Responsibilities:

- Design internal marketing material to promote our services.
- Work with our Creative Director and COO to plan and implement promotional content and/or events in order to market Gauge Interactive services.
- Maintain our brand identity, vision, and voice across all marketing channels.
- Work with photographers or videographers to organize and create promotional assets.
- Write blog content about marketing and design in a way that provides value to our clients and sells our services.

Client-Specific Design & Marketing Responsibilities:

- Develop creative concepts for new site designs, and make sure they meet the artistic and business goals of the brand and project.
- Create and modify final designs using wire frame layouts as a structure.

- Create designs that can quickly and efficiently be developed into functional and standards-compliant websites.
- Create and modify wire frame layouts for Magento eCommerce websites.
- Work with the team to ensure that design integrity is maintained throughout the entire project.
- Design and modify corporate identity and branding systems.
- Uphold high design and marketing standards across all client and internal work.
- Work within a scrum/agile production process.
- Evaluate client sites for design and usability improvements.
- Create and modify site assets (banners, promotional graphics, infographics etc.).
- Communicate directly with clients regarding design revisions.

Our Culture:

- We specialize in design, development, and marketing for the eCommerce industry.
- We work with many great clients all over the country in many different types of industries; from fashion, to edible goods, to footwear.
- You will have the opportunity to work at a small company where people and their growth are valued, and you will learn a lot about the eCommerce industry.
- We have taken the time to establish our mission, vision, and core values to make sure that we all work in the same direction and to keep the important things the important things.
- We work as a team and continue to grow; in the future you may have the opportunity to build and lead your own team.
- We have an open book policy. Once you are a part of the team, you are in all the way. We don't hide discussions about our revenue, agreements, client details, or other details about the business.
- We welcome diverse candidates who love to learn while sharing their skills and experience.
- We love working to grow our business, and strive to make working here an enjoyable experience.
- We enjoy spending time together, both at work and at home, including regular outings to Forsyth Park.
- We take our leadership role seriously, and strive to lead by serving.
- We understand that our job is to help grow and develop your talents and experience.

Compensation & Benefits:

- 3 month trial period.
- Competitive W2 salary.
- 20 business days of annual paid vacation (after successfully completing the trial period).
- 9 pre-determined holidays (after successfully completing the trial period).
- Insurance: United PPO Medical (50% paid by Gauge), optional Dental, Vision, and Life (after successfully completing the trial period).

To Apply:

- Send your resume and cover letter in PDF format to careers@gaugeinteractive.com.
- Also include a 1-page PDF document written about something positive that you feel very strongly about.
- Please note that we cannot sponsor applicants for work visas.