



SMALL BUSINESS MIRACLES

Career Opportunity – Art/Creative Director

EAG (Entrepreneur Advertising Group) is a 6-year young small business serving other small businesses in the Kansas City area. We have been profitable since our inception and now operate with six employees and a very diverse and loyal client base. But we are at a crossroads (literally, our offices are in the Crossroads) and seek lead creative talent.

www.SmallBusinessMiracles.com

More about us.

We quite humbly claim to be Kansas City's only advertising agency fully devoted to the small business environment. We have expanded the category by completely changing how small businesses are served by an agency. We don't think of ourselves as just an agency; we are a small business that creates brand messages, plans campaigns, develops print and online advertising and just about anything else our clients need. In short, we are our clients' outsourced marketing department.

All of our clients are business owners so they are very demanding but equally respectful of our work and our relationship. We also believe we have an outstanding reputation in the small business community and work diligently to protect it.

Creatively, we win some awards but we often must replace artistic value for practicality. We develop crisp, clean advertising that works for our clients.

EAG employees are as diverse as our clients. They are our greatest asset and we will do practically anything to help them maintain a balanced quality of life. Many of them have given up more lucrative corporate jobs to work in a small business where they not only impact the bottom line; they get to see the bottom line.

The role you would fill.

This is a great opportunity for you to take charge of our creative department and build it to be a dynamic, well-respected organization. We need someone who can think strategically but is also a hands-on designer. The majority of your time will be spent producing quality work for our clients, with a focus on productivity and profitability.

We work in a world of brochures, websites, postcards, tradeshow booths and everything else a small business uses in marketing. This is not a position where we spend a lot of time in theory or concept.

In short, we have an open-pallet of opportunity for someone with an entrepreneurial spirit combined and a creative passion.

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Job Description (It's much more exciting than it sounds.)

This position requires the creativity and ability to design and produce a wide variety of graphic materials, including logo and corporate image design, folders, large and small brochures, product sheets, trade show booths, advertisements and webpage design. The ideal candidate will possess:

- Exceptional graphic design and problem solving skills
- Ability to develop and apply concepts and strategy to visual design
- Solid communication skills, including written, verbal, active listening, information gathering, and collaboration
- Initiative and strong organizational skills, excellent interpersonal skills, and the ability to work independently but as an integral member of a team (printers, copywriters, photographers, other designers, account executives, website designers and marketing specialists)
- Ability to work effectively under budget and time constraints
- Accuracy in maintaining graphic workflow records and design files for archiving
- Desire to meet assigned deadlines and be commitment to surpassing expectations
- A service orientation and can-do attitude
- Ability to select appropriate production media and materials, such as ink and paper; inspects proofs for accuracy and adherence to appropriate production standards
- Knowledge of quality assurance procedures for artwork; ability to review content for completeness and accuracy
- Willingness to perform miscellaneous job-related duties as assigned

Minimum Technical Experience:

- Experience (5+ years) working as a graphic artist in an agency, corporate or design studio
- Proven proficiency with QuarkXPress, Adobe Photoshop, Adobe Illustrator and InDesign required – Plus ability to demonstrate currency in creative software & processes
- Expertise in the pre-press production processes, including press ready PDFs and understanding of digital color corrections
- Experience in preparing artwork containing a combination of CMYK and spot colors

Desired Experience (Very, very important.)

Demonstrated experience working directly with clients from pitch-to-delivery

Ability to 'sell' your concepts to others

Prior leadership, supervisory experience where you train others to be great designers

If this is you...

Please let us know. We are excited to find the perfect fit for our business. The next step is to send a short cover letter and resume including your salary history – not your desired income. Salary history simply shows us your progression in the context of your resume.

Forward information in confidence to:

Paul Weber

EAG

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Or email: pweber@eagadv.com