



TITLE: Senior Designer /Art Director
DEPARTMENT: Design (Marketing)
REPORTS TO: VP of Marketing
FLSA STATUS: Salaried, Exempt
DATE: March 2021
ROLE TYPE: People Manager (50%); Individual Contributor (50%)

OUR CLUB

When you join Sounders FC you join a soccer-loving, socially progressive, ambitious Club rooted in the best soccer city in America. Here we average nearly 40,000 fans per match, maxing out with over 69,000 fans when we won the 2019 MLS Cup here in Seattle. We exist to create special moments like these, where we enrich lives and unify our fans and city through soccer.

THE OPPORTUNITY

As a manager and creative leader within the club, the Art Director / Senior Designer will be responsible for conceiving, executing, and producing design projects, as well as developing in-house design talent. This dual role will function as strategic visual thought leader and as individual design contributor, so the ability and willingness to both direct production and produce individual marketing deliverables is mandatory.

You will oversee and execute the design deliverables of our fast-paced sports environment to contribute to the Sounders FC organizational priorities of serving our fans, our partners, and bringing our Club's values to life. We are seeking a creative leader who is passionate about inspiring, innovative design and eager to contribute to cultivating an inclusive, communicative, and creative work environment and team culture.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Art Direction & Concept Development

- Develop design brand guidelines in collaboration with brand leadership.
- Lead the design strategy and its application for a cohesive brand identity.
- Lead the creative development process, including identifying resources, creative conceiving, art direction and delivering timely feedback.
- Establish design direction and oversee delivery of that design expression across mediums including social, email, web, advertising, print, retail, video etc.
- Work with video team on branding and graphic approach for video content.
- Concept design direction for inspiring brand campaigns that meet creative brief requirements.
- Present ideas in a visual manner to gain stakeholder buy in at various stages of the design process.
- Guide, evaluate and, if needed, re-direct design development to ensure quality and consistency.
- Provide cross-department tools and guidance for photo direction and selection.
- Oversee the brand merchandising development and review process.
- Art direct photo shoots.

Design & Copy

- Design asset deliverables as needed across web, advertising, social media, print, video and more.
- Lead end-to-end marketing campaign asset creation across marketing initiatives.
- Collaborate with the digital team to optimize website and landing page design.
- Write marketing copy as it relates to design deliverables as needed.



Team Leadership

- Lead a Design Manager, encourage their career growth and development, provide feedback and design coaching, and perform other managerial duties such as one-on-ones and performance reviews
- Collaborate with design agency to concept and bring to life larger brand campaigns and feature initiatives.
- Other duties as assigned.

EDUCATION AND EXPERIENCE

- Bachelor's degree (BA/BS) required, preferably in graphic design, art, or related field or equivalent academic and work experience required
- 5 years of work experience as designer, preferably in sports or digital marketing.
- 2+ years leading successful teams preferred
- A professional level knowledge of industry standard design software and tools including Adobe Creative Cloud
- Experience conceptualizing and executing multi-channel campaigns.
- Experience in print design with layout for sales and marketing collateral.
- Experience in web design with layout for email, web and social media graphics.
- Motion graphics experience a plus

QUALIFICATIONS

- Expert at providing design direction and has strong creative problem-solving skills.
- Strong strategic design skills as well as hands-on experience with content production, layout, editing, web production, and photography
- Demonstrated understanding of design for digital advertising, design for experiential (in-retail or at-event), and design for brand growth
- Ability to communicate effectively and efficiently with a high degree of collaboration and influence
- Has a passion for visual storytelling and energizing a team towards creative excellence.
- Proficient at copywriting as it relates to campaign and design assets.
- Ability to lead and cultivate a positive culture among internal design team, collaborators, and vendors.
- Ability to provide succinct, timely, clear creative feedback.
- Strong attention to detail, with organizational and time management skillset.
- Quick learner who can learn and adapt new organizational processes.
- Has a passion for working in soccer and sports.
- Understands, or can quickly learn, the club's history, the North American soccer scene, and MLS.
- Bring a positive, enthusiastic, and solution-oriented attitude to all challenges
- Highly collaborative leader who can build trust, influence, inspire, and motivate at all levels within an organization.
- Passion for fostering diverse, inclusive and high performing teams

Application Requirements

- Applications without a cover letter and portfolio will not be considered

Applicable Computer/Technical Skills

Required

- Adobe Creative Suite (Photoshop, InDesign, etc.).
- Microsoft Office (Word, Excel, PowerPoint).

Preferred

- Wrike project management tool.



WORK ENVIRONMENT

- This position is remote for 2021, except for mandatory participation in all Sounders FC events and matchdays in accordance with applicable COVID-19 health policies.
- Some evening and weekend work will be required, including home and away matches.
- Employee must be able to facilitate own local travel.
- Due to the nature of this role's event and matchday work, employee must live within the greater Seattle area.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The job description listed above is representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EQUAL EMPLOYMENT OPPORTUNITY

Seattle Sounders FC strongly supports equal employment opportunity for all applicants regardless of race, color, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.