



ART DIRECTOR/DIGITAL MEDIA COORDINATOR

FULL TIME EMPLOYEE | \$45,000-\$55,000 ANNUALLY

James River Media is seeking an experienced Art Director / Digital Media Coordinator to join our growing team. In this role, the successful candidate will be responsible for designing HOME magazine working primarily in Adobe's InDesign application, to create visually appealing layouts for *Central Virginia HOME*, *Roanoke Valley HOME* and *Smith Mountain Lake HOME*. The candidate will shape written content, photographs and advertisements, into a deliverable that effectively communicates our goal to provide our audience with useful, practical and affordable ideas to enhance their homes and lifestyle.

This position will also serve as Digital Media Coordinator, responsible for the day-to-day maintenance and updates of JRM's social & digital media platforms. The candidate will also initiate some projects with minimal supervision, including graphic design, social media, web content management, video production & editing and digital marketing.

Responsibilities Include:

- Combine graphics, written content, and advertisements to create compelling layouts
- Select colors, layouts, typefaces, and fonts for magazine covers and inside pages
- Work on the design and layout of special sections and supplements
- Retouch images to improve quality, conduct photography research for content, and maintain HOME's image library/catalog
- Incorporate changes recommended under firm deadlines from the publisher and editor
- Assist with photo shoots as required
- Design ads as needed
- Prepare files and collaborate with printer to produce high-quality finished materials
- Plan, implement, manage and update content and campaigns on all digital platforms
- Conceptualize, film, edit and create video content for use on social media & digital platforms

Qualifications:

- Bachelor's Degree and 4+ years' graphic design experience or Associate of Arts Degree and 5+ years' experience
- Demonstrates ability to collaborate, communicate and present ideas in a team dynamic
- An ability to multi-task, with a focus on detail, to deliver all projects on time
- A desire to learn and a passion to create custom content that informs and inspires
- Ability to receive feedback from all directions

Technology Platforms:

- Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat Pro, Premiere)
- Microsoft Office 365 (Word, PowerPoint, and Excel)
- WordPress

Benefits:

Medical, Vision, Dental, Retirement, PTO



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