



SISTER MERCI

Role Summary: Art Director

Reports to: Chief Creative Officer

Key Responsibilities:

As an Art Director at Sister Merci, your role would include a mix of work on our core client portfolio as well as pushing the limits of our own creative vision as an agency. Your passion will lead to ideas and executions that change behaviour, build our clients' business, and inspire others. You will collaborate with our full team including strategists, other art directors, copywriters, designers, account management, project management and production.

You are a Creative who...

- Loves what you do!
- Is a natural collaborator
- Simultaneously thinks BIG and considers every small detail
- Has a non-traditional approach to creative solutions that output across integrated channels including PR, social, advertising, experiential, branding and visual identity design
- Can develop creative concepts and tactics that are on brand and strategically sound
- Has a solid grasp of art history, photography and the visual arts, pop culture, and counterculture, fluency in current technology, and a deep understanding of the zeitgeist of social tastes and current affairs, especially as it relates to cannabis
- Responds with enthusiasm to requests and adapts easily to project changes as required
- A natural tendency to meet and exceed expectations

and has the following experience/skills...

- 3+ years experience as an Art Director, ideally in a creative agency environment
- Ability to communicate and sell concepts verbally and visually with rationale
- The ability to collaborate, to take constructive criticism, and to seek out and act on peer/client feedback
- Strong (and passionate) grasp of principles of design including layout, typography, photography composition, and usability wherever appropriate
- Fully proficient in MAC operating software (Photoshop, Illustrator, InDesign, Keynote, and GoogleDocs), MS Office (Word & PowerPoint) and Google Workspace.
- Expert file preparation for production across a variety of media, including digital, print and video
- Meet with and present work to clients of all levels – from junior brand managers to senior marketing clients
- Organized approach to delivering work under tight deadlines and shifting priorities
- Thrives in a startup environment (ie. can adapt to change easily, has a “no job too big or small” attitude, is willing to experiment with unconventional ways of executing ideas and campaigns)

Who is Sister Merci?

Sister Merci is a nimble, full service creative firm dedicated to launching and promoting brands in the emerging cannabis industry and beyond.

*We are currently working remotely, though a candidate in the general GTA would be preferable, our team is spread out between Montreal, London, Hamilton, Muskoka (etc etc etc).



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If this sounds like a role that you'd flourish in, get in touch - we want to hear from you - contact us at info@sistermerci.com