

ART DIRECTOR, BRAND

Urbanista was founded in 2010 in Stockholm, Sweden out of love for cities and urban life. Today we are a leading lifestyle audio brand offering audio products with design and function in mind. All our products are rooted in Scandinavian design tradition and inspired by music, arts, fashion, and urban culture. We believe that lifestyle audio products should not only sound great but also look good. Today, our products are available in over 90 countries and sold in 30,000 stores worldwide.

We're now looking for an experienced and energetic Art Director, Brand to join us on a full-time basis to help us take our brand and campaigns to the next level. This role requires extensive experience from developing and producing art direction for consumer-facing brands in in-house or agency roles, and a desire to play a key role in defining and executing branding and marketing communications for one of the most exciting lifestyle audio brands in the world.

THE ROLE

As our Art Director, Brand you will be responsible for art direction in the development and production of marketing and branding projects and initiatives at Urbanista, including campaigns and content for new product launches as well as the development and execution of product marketing and sell-in materials and other marketing collateral. The role requires ability and extensive experience in development and execution of creative concepts for consumer brands, and design and art direction for marketing communications at a global scale.

The ideal candidate for this role is an experienced creative who has worked for several years in art direction and graphic design roles at consumer-facing companies or agencies developing and producing concepts for consumer products and campaigns and is not afraid to get their hands dirty and get things done when needed. The ideal candidate has great vision and expertise for leading art direction from both brand and digital perspective, with past experience preferably from lifestyle, fashion, or consumer tech brands. The Art Director, Brand works in close day-to-day collaboration with the company's Creative Director and reports to Brand & Marketing Director at Urbanista, being part of the Marketing & Design team based in Stockholm, Sweden.



RESPONSIBILITIES

- Developing and executing art direction for key marketing projects and initiatives globally at Urbanista, such as new product launches, campaigns, activations, retail marketing and events
- Responsible for the quality, consistency and completion of all assigned design and art direction projects, ensuring that all design work and content consistently reflect the brand image and values
- Leading art direction for assigned projects at all stages of their conception, creation and execution, and support and mentor internal designers and guide and manage external partners throughout the process
- Serve as a liaison between internal teams at Urbanista regarding design and art direction for assigned projects, and provide feedback to agency and production partners
- Proactively develop the level of creative concepts and art direction at the company, from both brand and commercial perspective
- Identifying new branding and marketing opportunities and initiating projects at the company, and consistently pushing the company forward to break boundaries in its category

REQUIREMENTS

- 4+ years of design experience from design and art direction, preferably for consumer-facing brands in in-house or agency roles
- Experience in developing and executing art direction for omnichannel marketing campaigns with a strong digital focus
- Successful track record of managing several design projects simultaneously, while interfacing with multiple stakeholders
- Strong communicator with a clear vision and point of view on taking the Urbanista brand to the next level
- Proactive and positive approach to problem-solving and collaborative mindset
- Self-motivated and energetic individual with a high level of initiative
- Flexible and enjoy working in a constantly evolving environment at a young, fast-moving growth company
- Ability to travel domestically and internationally

APPLY

Want to join us in building one of the most exciting lifestyle audio brands in the world? To apply, please send in your application via LinkedIn and/or send your resume, cover letter and portfolio with subject line "Art Director, Brand" to careers@urbanista.com
Applications without attached portfolio will not be considered.

