



Junior Art Director

Full Time (5 days 37 hrs per week)

Location

Preferably Toronto or Vancouver

About Pineapple Collective

Pineapple Collective is a boutique multi-national marketing agency, specializing in education and content strategy for natural health and wellness brands. We provide resources and expertise to captivate, educate and excite consumers.

What makes us different? We're more than just marketers; our passion is health. With a strong background in nutrition, fitness, and wellness, we 'walk the walk' and 'talk the talk'. We not only inspire individuals to live a long and healthy life, but help grow brands that contribute to a healthier society. We recognize that through a collective effort, we can have a bigger impact.

In everything we do, we strive to deliver an 'anything but average' approach that inspires, educates, and creates lasting memorable impressions. If you are someone who thrives on creative problem solving, consistently exceeds expectations, is passionate about natural health and wellness, a self motivated "goal getter", and is looking to grow their career with an exciting entrepreneurial company, then we want to hear from you.

The Opportunity

Reporting to the Pineapple Collective founders, the Junior Art Director is a full time role. The successful candidate must be located in either Vancouver or Toronto area at this time.

Key Responsibilities

So what does a Junior Art Director do? You have a natural creative flair and a strong visual style. You are responsible for creating visual concepts in response to clients'



briefs and relaying them back to the project lead. You work with our content and social team to develop ideas and concepts that will be used across various online and offline channels. Along with the founders you will help develop, execute, and drive the design offerings of the agency.

Here's where your talent will shine:

Creative Direction

You will be responsible for creating everything from visual concepts right through to final design in many areas such as:

- Marketing materials (i.e. POS items)
- Digital and print advertising
- Video storyboarding
- Brand logos and supporting collateral (e.g. business templates, style guides)
- Social media posts (e.g. flatlays, GIFs, lifestyle images)
- Information Design (e.g. infographics, story timelines, iconography)
- Digital communications (website images, email newsletters)
- Food/Product Styling
- E-books
- Packaging Design

Business Administration

- You keep the team organized by building project & workflow tracking tools
- You look for emerging design and new media trends and assist in incorporating them into our current or future projects to assist in business development
- You contribute to corporate planning, project ideation, and team meetings. You help make our team, and our company even stronger - dare we say, sweeter.
- You pitch in where we need you, this may mean pitching in on social media projects either to help net more clients that would use your services, or just lend a helping hand when someone is on vacation



Client Relations

- You bring your professional A-game and are an important liaison with clients, but you never lose your charm
- You help ensure that they are receiving an outstanding customer experience at all times. This may include email communications, phone, video conference, and in-person meetings as required

Other duties as assigned....

- You are excited to be a part of a growing entrepreneurial team and are a strong, flexible, positive team player who is willing to lend a hand in various tasks to get the job done. We all do!

Skills & Qualifications

- Post secondary education (certificate, diploma, degree), in marketing or design
- Candidates with additional professional, or extracurricular training in culinary arts, nutrition and/or holistic health disciplines are preferred
- 2+ years experience in marketing with emphasis on graphic design
- Strong understanding of design and layout
- Strong skills with design software such as InDesign, Photoshop and Illustrator
- High degree of comfort within a breadth of photography and/or videography projects
- Confidence when communicating your ideas to peers and clients
- Dynamic personality, ability to thrive in fast-paced entrepreneurial company
- An awareness of digital media and evolving online platforms
- Exceptional customer service, client care, or account management skills
- Highly organized, proven ability to self-motivate, and balance multiple deadlines



- Digitally Savvy: High degree of comfort using collaboration tools such as Google Drive and Dropbox, along with strong skills in Microsoft Office programs such as Powerpoint and Excel
- Positive attitude, solution oriented.

Why become a Pineapple?

Here's what we offer:

- Competitive base salary
- Cell phone allowance
- Annual learning and education fund
- Flexible schedule, make your own hours
- Flexible work environment: Work from home, or your preferred location (#laptoplifestyle)
- Annual profit sharing, based on performance
- Direct access to decision makers and weekly mentorship; you'll be hands on and up-close with business operations. Your opinion will matter.
- Advancement opportunities
- A platform to showcase and develop your voice in the industry

How to apply

Send us your creative cover letter and resume to info@pineapplecollective.ca.

In the subject line give us your most creative headline about why you are the right person for the job!

While we appreciate all applications, at this time we will only be contacting successful applicants.