

# VINTNER'S DAUGHTER

Vintner's Daughter creates the world's most coveted and beloved nutritional skincare made from whole plants and plant actives that deliver uncompromising quality and performance to radically improve the lives of our customers.

## **Overview**

Vintner's Daughter was founded on the principles of unparalleled quality and efficacy, inspired by our founder April Gargiulo's background in the world of fine winemaking and its uncompromising standards. We apply these same, exacting principles to our sourcing and formulation processes, which is why Active Treatment Essence™ and Active Botanical Serum™ have set new standards for performance, quality, and safety. Using both ancient and modern techniques, we create nutritional skincare that is instantly recognized by the skin, and amplifies its own powers of regeneration, balance, and repair. The results are lasting and generative, meaning skin gets better with every use. Achieving such excellence requires a great amount of time and resources, and a commitment and dedication to the ideals of craftsmanship. Shortcuts cannot be taken when you insist upon making the very best of something. This is the philosophical foundation upon which we are built. We also believe in giving back and minimizing our environmental impact. As such, sustainability is at the core of everything we do from sourcing, to packaging to our fewer, but better philosophy. We are proud to donate 2% of every purchase to charities dedicated to protecting, educating, and empowering women and children around the world. Making the world's finest skincare is what we are passionate about and provides us with the opportunity to forge lifelong connections with our incredible customers through mutual respect, giving back, deep gratitude and a shared reverence for beauty in all its forms. Vintner's Daughter has a 100+ year time horizon, dedicated to building a heritage brand, renowned as the most coveted and beloved skincare company.

## **Overview of the Position**

The Art Director for Vintner's Daughter is a creative position responsible for conceiving and executing our brand's visual content across platforms, from collaborative ideation and design development to final execution. This manager and integral member of a close-knit team can contribute big picture ideas, while also exhibiting a 'no job is too small' attitude. They are a strong creative and strategic thinker with the executional skill set to match, whose passion for crafting compelling visual narratives is clear. This is a leader that values organization and has a keen sense for detail. The Art Director works collaboratively with the Founder and Brand team to continually refine all aspects of the Vintner's Daughter brand and put new insights into action, creating content that both connects to consumer values and brings to life the values of quality and performance that are integral to our brand.

## Key Relationships

- Reports to Head of Brand
- Key Collaborators: Head of DTC, Head of Stockist Partners, and President, Jackie Higuchi
- Direct Reports: There is currently one direct report and part time freelance support. The team is expected to grow as the company grows.
- Will also work closely with company founder and CEO April Gargiulo

## Responsibilities & Desired Outcomes

- **Collaborate with the Head of Brand to**
  - Ideate, concept, art direct, and execute 360 brand initiatives to support cross-functional brand and marketing objectives
  - Set strategic objectives for best-in-class creative and branding
  - Design and execute a scalable still and video content strategy, helping us deepen current relationships and reach new audiences by bringing our brand values to life
  - Deliver on brand strategy, identity and consistency
- **Achieve a level of excellence in all creative work designed and executed.** This includes concept, art direction, graphic design, shoot briefs, on set art direction, management of production, supervision of retouching, and management.
- **Work collaboratively cross-functionally to design on-brand, high performing assets and collateral for our stockists partners.**
- **Oversee the look and feel of the brand across all platforms and initiatives.** Focused on the following to start: Digital/Website/E-commerce/Social Media/ Email, Packaging, Visual Merchandising and Experiential Brand Pop-Ups.
- **Lead Creative briefings and brainstorm.** Contribute innovative ways to engage with and grow the brand audience.
- **Proven management skills and a talent for providing effective feedback and direction.** Mentor and guide in house visual designer and freelance support.
- **Prioritize and multi-task various projects and deadlines.** Able to receive and integrate feedback throughout the execution process.
- **Enjoy great chemistry and a true spirit of partnership.** A strong chemistry and partnership with the company's Head of Brand and Founder / CEO April Gargiulo

## Key Attributes

- *A true passion for the company's mission, vision and core values.* Enthusiastic about the brand's mission, vision and values Excited about patiently and thoughtfully building a category-defining and enduring company
- *An exceptional creative and manager.* World-class as a creative and manager; brings an incredibly high art direction EQ—someone who connects with people in a genuine and authentic way
- *Ability to hire A Players.* Sources, selects and sells A Players to join

- *Ability to develop people.* Coaches people in their current roles to improve performance and prepares them for future roles
- *Organization and planning.* Plans, organizes, schedules in an efficient, productive manner. Focuses on key priorities
- *Attention to detail.* Does not let important details slip through the cracks
- *High standards.* Expects personal and team performance to be nothing short of the best
- *Calm under pressure.* Maintains stable performance when under heavy pressure or stress
- *Work ethic.* Possesses a strong willingness to work hard and sometimes long hours to get the job done
- *Communication.* Speaks and writes clearly and articulately without being overly verbose or talkative. Maintains this standard in all communications, including email
- *Enthusiasm.* Exhibits passion and excitement over brand and business goals. Has a can-do attitude
- *Listening skills.* Allows others speak and seeks to understand divergent viewpoints
- *Humility and openness to criticism.* Solicits feedback and reacts calmly to criticism and feedback
- *Honesty/integrity.* Does not cut corners ethically. Earns trust and maintains confidence. Does what is right, not just what is expedient. Speaks plainly and truthfully

## **Experience Desired**

- A minimum of 10+ years in graphic design and art direction experiences in a branded content, agency, editorial or marketing environment
- Stellar portfolio of creative work, exhibiting a background in digital design from concept development to execution
- Deep knowledge and expertise in all aspects of layout, typography, illustration, identity, digital and experience production, and an understanding of consumer platforms.
- Detailed understanding of today's creative landscape and how people engage with content from digital products to environments and experiences
- Innate curiosity and in-depth understanding of design culture, current and past
- Excellent verbal and visual communication skills, adept at communicating and championing creative output
- A multitasker, comfortable working in today's fast-paced environment
- Fluent in digital, experience with VR, AR and 3D experiences is a plus
- Fashion, photography, beauty, design experience is a plus
- Relationships with freelance photographers, videographers, graphic designers, and retouchers a plus
- Exceptional Adobe Creative Suite skills (InDesign, Illustrator, Photoshop, After Effects, Premiere Pro)
- Degree in Creative Arts or Graphic Design

Vintner's Daughter is an equal opportunity employer. We are committed to the value of diversity, inclusivity and quality in both our workplace and company culture. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, and veteran status.

To apply, please submit your resume, portfolio, and a cover letter to [careers@vintnersdaughter.com](mailto:careers@vintnersdaughter.com).