

# BRAVA

## MAGAZINE

**Women + Style + Substance**—that's what BRAVA is all about. Our mission is to inspire Madison, Wisconsin, women to THRIVE in all aspects of their lives and embrace this fine city we call home. We publish BRAVA Magazine, a sophisticated monthly women's interest and lifestyle publication, and produce outstanding events that connect area women with the ideas, experts and businesses that can enrich their lives.

BRAVA Magazine publishes monthly in print and on the web. BRAVA produces exciting and enriching events each year that bring the magazine to life, including the Madison Women's Expo, Women to Watch, Madison WELL Expo, Madison Kids Expo, the THRIVE Conference, and THRIVE Career Workshop series.

We are a dynamic and fun-loving Madison-based team that's passionate about covering ideas and topics that matter most to area women. We are engaged in the Madison community, building meaningful connections and collaborations, attending events and celebrating the remarkable women who dwell here.

BRAVA is owned by Nei-Turner Media Group, Inc., which was recognized among Outside Magazine's 2016 Best Places to Work. Nei-Turner publishes high-quality magazines and regional guides for tourism organizations and trade associations, and also produces several events in the Lake Geneva, WI, area.

<http://www.BRAVAmagazine.com>

## Position Details

Title: Art Director

Job Class: Part-time, 20-25 hours/week flexing up or down as needed around deadlines.

Posting Date: December 28, 2017

Job location: Madison, WI

## Summary

BRAVA seeks a self-starting part-time art director who understands and can maintain our high standards and sophisticated vision. The art director sees the brand's design projects through from concept to completion and printing, requiring both big-picture art direction vision and the ability to execute graphic design details across several departments and platforms. We are looking for a creative team player who's passionate about the BRAVA mission and design and can deliver our products on target, on brand and on time. Position begins ideally by March 1, 2018.

### **Description**

This position demands an individual with creative talent and vision who can expertly package stories and materials for sophisticated visual impact and powerful story telling.

- Overview: Art direct and design BRAVA Magazine, including its photo shoots, illustrations, house collateral for the magazine and events (house ads, brochures, etc.), materials for company website and social media platforms and other products as needed for all BRAVA departments, including environmental staging for events, and more
- Design cover and feature well each month
- Conceptualize, art direct and schedule/coordinate photo shoots for cover, features, departments and other needs
- Select images for print and web publications and provide a culled selection to graphic and web design teams for their needs; a keen eye required.
- Maintain visual branding standards across various entities and platforms within the company
- Manage relationships and assignments with BRAVA's talented freelance photographers, illustrators, designers, design interns and printer/print scheduling
- Collaborate with graphic designer who assists with production of the magazine, events materials, social media materials, company collateral, etc.
- Other art direction and design, as needed
- Attend editorial and creative strategy meetings for the magazine, and events as needed
- Attend and enjoy BRAVA and community events as needed
- This position reports to the editor-in-chief
- Part-time, approx. 80 hours/month (approx. 20 hours/week, flexing up or down to manage deadlines ), with daily availability for touchpoints with stakeholders.

### **Qualifications**

- A passion for design and visual inspiration
- Magazine and publication layout, design and file preparation for printing; pagination experience a plus
- Web and social media savvy, with experience designing visual elements for these platforms

- Branding, advertising and collateral design experience
- Excellent organizational and time management skills
- Ability to prioritize and juggle multiple projects at one time
- Outstanding communication and collaborative skills, team attitude
- Experience conceptualizing, scheduling/coordinating and art directing photo shoots, features and cover design
- Proficiency in Creative Suite required, especially publications layout and design in InDesign, high-level Photoshop editing and Illustrator
- Knowledgeable and passionate about the Greater Madison, WI, area and engaged in the community
- 5 years' experience preferred
- Photography or illustration skills also a bonus, though not required
- **A passion for BRAVA and its mission, women's interests and issues—from serious to fun—and women's publications, photography and graphic design**

**To apply:**

Submit cover letter detailing your interest in BRAVA and your relevant experience and talents, your resume and your design portfolio (or a link to it) to: Kate Bast, editor-in-chief, [kate@bravaenterprises.com](mailto:kate@bravaenterprises.com).