

Position Description

Title: Art Director
Division: Kilohana
Reports to: Director of Marketing

Travel: Travels in-state and out-of-state as required
Status: Salaried, Exempt
Standard Work Hours: M – F, 9:00 AM – 5:30 PM

JOB SUMMARY:

The Art Director provides creative and innovative services and work products to the Kilohana Division of CNHA that advance the branding, marketing and communication goals and priorities of the organization, as set by CNHA leadership. Reporting to the Director of Communications and Marketing, the Art Director will work closely with the Kilohana team to develop, produce, and deliver products and campaigns that effectively communicate organizational messaging using Kilohana’s distinctive and authentic Native Hawaiian cultural brand to its target audience.

The Art Director will be responsible for creating high-quality visual materials, including marketing collateral, event promotions, and content for print, television, web and social media platforms. The Art Director will attend in-person, off-site events and assist with the coordination and delivery of content creation and graphic design services as well as other services as needed to Kilohana, its members, programs and other events, including the Annual Native Hawaiian Convention (ANHC) and other conventions.

DUTIES and RESPONSIBILITIES:

Duties and responsibilities include, but are not limited to, the following:

- Develop and deliver creative and innovative graphic design services, photography, videography, and work product that supports Kilohana’s programs, activities, and goals, as set by the Chief Executive Officer, Executive Team, and Director of Communications and Marketing.
- Assist the Kilohana team with auxiliary support for videography, photography, editing, social media content development, marketing, website, and social media platform management, as necessary to timely and effectively deliver organizational communication work product and campaigns.
- Attend community and cultural meetings and events to better understand the lifestyle, culture, history and needs of the Native Hawaiian community.
- Create and curate Kilohana DAM (Digital Assets Management).
- Monitor, review and understand the programs and services of Kilohana.
- Contributes to fulfilling requirements and deliverables of grants awarded to Kilohana.
- Collaborates with colleagues on projects, reports, and proposals.
- Regular attendance daily is required for this position.
- Participates and performs duties as assigned for CNHA’s Annual Native Hawaiian Convention and other conventions, including helping to coordinate and deliver the media, communications, creative content, and other components of the convention.
- Assist in planning, executing, and closing out CNHA events.
- Complete other projects and tasks as assigned.

PERFORMANCE EXPECTATIONS:

- Demonstrates a strong work ethic, high degree of professionalism, and positive attitude and approach to complex challenges.
- Utilizes excellent verbal and written communication and people skills with organization leadership, co-workers, clients, community members, government officials and the public.



- Functions in a self-directed, high initiative and motivated manner that results in successful administration and collaboration.
- Due to the time-sensitive nature of this position, schedule flexibility is needed.
- Must be able to thrive in a fast-paced, constantly changing environment.
- Applies research, experience, communication, strategy and learning that results in problem-solving and maximum quality and utilization of the organization's resources. Consistently provides solutions to problems, issues, and obstacles to achieve the organization's goals.
- A collaborative attitude and willingness to be flexible and accommodating in this fast-paced environment
- Strong communication and project management skills with a strength in managing multiple deadlines
- Strong work ethic, desire to learn and grow
- Ambitious, outgoing, self-driven in a team environment

REQUIRED EDUCATION AND EXPERIENCE:

- Bachelor's degree in Graphic Design, Communications, Visual Art, Creative Media or equivalent professional experience.
- 2 additional years of professional experience in graphic design work
- Proficient in Canva, Adobe Creative Cloud Programs (including Photoshop, InDesign, and Premiere)
- Experience working with the Native Hawaiian community, including active participation in cultural practices or Hawaiian civic, social, or cultural organizations.

SKILLS REQUIRED:

- Proficient written and verbal communication skills.
- Highly organized and detail-oriented, flexible, and collaborative with an ability to prioritize and manage multiple tasks simultaneously.
- Personal qualities of integrity, credibility, and a commitment to CNHA's mission, purposes, and objectives.
- Excellent eye for color and design
- Strong conceptualization, ideation, and story-telling skills
- Understanding of digital media and platforms.

I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements.

Employee Signature

Date