

Art Director/Photo Director/Associate Publisher

This role is responsible for the design and production of the magazine and all its related branded materials. This role upholds the mission and integrity of the publication as well as promotes growth and development of an updated visual voice for the brand across platforms. This person leads the design team and is responsible for layout, production and printing of the publication and related materials. This person commissions photos, directs photographers, photo edits, and purchase of stock images for use in the Magazine, TAG, Marketing materials and digital products. This position manages the design team, partner with Editor-in-Chief as Editorial leadership, collaborates with NMTD and represents the Magazine professional in networking and public events.

Art Director/Photo Director

Editorial Leadership Team

- Develop annual theme/Special issue
- Develop issue themes – Editorial calendar
- Develop features, departments and conceptualize each story with Editors
- Develop Online editorial
- Develop Newsletter with editors and webmaster
- Direct Online artwork – including logos, photo assignments, instagram takeovers, insatagram and FB editorial content
- Development of special programs – Readers Polls, Photo Contest, January Issue, Wedding Issue, etc.

Photo Direction:

- Review portfolios
- Seek new talent
- Interface with Biz ops to initiate new vendors
- Assign photographers projects
- Art direction of each shoot
- Selection of final images
- Photo research for stock
- Request stock submissions
- Request Biz Ops create contracts and invoices
- Sign off on all payments for photography
- Direction for retouch & production adjustments

Design:

- Art Direction of entire Magazine – Design or Approval all layouts
- TAG Art Direction of entire Publication – Design or Approval all layouts
- Annual Redesign updated in January Issue
- Design Cover – Selects final image
- Features – Final photo edit, design and Display typography
- Table of contents Design and photo Edit
- Provide editors caption information – or request for editors
- Request final hi res and caption information
- Review all layouts and design for publication
- Direct Ad Production person on book layout – length of stories, order and placement of ads
- Approve design on all house ads
- Approve bind-in cards, direct mail and circulation design pieces
- Art Direct Media Kit, monthly sales sheets and specialty sell sheets – approval and final edit
- Communications, schedules, quotes, proof approvals and invoice approvals for pre-press and printer.

Digital Department:

- Design lead on website, newsletter, and social.
- Art Direct web team
- Concept web only content
- Commission, art direct, edit photography & video for web distribution
- Collaborate with web team and build teams for digital based projects – including web updates, special programs, annual redesign and expansion, ad placement, NMTD crossovers, online resources for sales, develop new pages and archive use.

Associate Publisher

Sales:

- Manage Ad Production/Art Direction including approvals of house designed ads, placement of all ads, and direction for New Mexico Magazine Branded ads
- Design direction of new advertising products
- Art Direction of sales tools and presentation materials
- Creative community support to sales team – events and meetings as needed
- Collaborate on development of new products, schedules, specs and goals
- Networking opportunities and professional development as team member and leader

Business partnerships:

Work developing relationships and programs

- Social media initiatives
- Editorial tie-in initiatives
- Magazine launch events
- Judging & Portfolio review opportunities – AIGA, ASMP, ADOBE

Collaborate on Branded Events and Programs:

- Photo Contest programs – Carrizozo exhibit and future developments
- Branded Tours or Packages
- Lectures or special Branded events
- Co-Sponsored Cultural programs – Magazine sponsorships/trades
- Photographic Workshops & Writers Workshops
- Student events - college ties-ins

Specialty Advertising Development

- Art Direction & Approvals Advertorial Development
- Art Direction of TAG programs and development of specialty ad offerings.
- Collaborate and help in the development of expansion products: Retirement issue, wedding issue, Santa Fe issue, ABQ issue, ski destination including mock-up, design and pitching.

NMTD Responsibilities:

Leadership meeting

2:1 with Associate Publisher & CBO

Marketing Meetings

All Staff meetings

Trends Conference

Governor's Conference

NM Magazine Meeting responsibilities:

Editorial Team Meetings

Staff Meetings

Direct report meetings & Reviews
Sales staff meetings
Budget Meetings

Direct Reports on Flow Chart:

Art Director/Production Coordinator
Art Director/Ad Production

Budget Responsibilities:

- Photo & Illustration Budget
- Freelance Design and Production Budget
- Art Travel budget for in-state meetings & events
- Recommendation on behalf of the design department for – computers, software, IT, office supplies, and operating budget.