



Lead Designer Job Description

McCracken is on a mission to create meaningful connections across the supply chain that empower farmers and make agriculture more productive, profitable and sustainable. We are committed to bringing client visions to life while building a people-first agency culture. Please take a minute to get to know us at wearemccracken.com.

We are seeking a **Lead Designer** to lead creative development and content production across a diverse portfolio of agriculture clients at McCracken. This role leads design strategy and production of high-quality graphic design materials, including social media content, digital campaigns, print collateral, website graphics, presentations, reports, and other brand materials. This position requires experience aligning with the brand voice and marketing goals of our ag industry clients. The ideal candidate understands how to translate agriculture topics into visually compelling, easy-to-digest content tailored to platform best practices.

If you are a creative leader with a passion for agriculture, we'd love to hear from you.

Is this you?

- You love being a part of a team that is collaborative and solution-focused.
- You love working directly with clients and using creative thinking and strategy to achieve tangible business results.
- You are comfortable collaborating with remote teammates.
- You are flexible, a quick learner, and can effectively communicate and prioritize.
- You have been around agriculture and worked in ag industry sectors.

Can you take responsibility for these?

- Develop and lead creative and/or brand strategy for all agency clients.
- Lead art direction, graphic design, proofing, and final production.
- Review final work for quality and ensure it is on-brand and on-strategy.
- Work closely with the account team to ensure client expectations are met.
- Understand and adhere to project budget and timeline expectations.



- Design platform-optimized social media graphics, carousels, short-form video assets, and ad creative.
- Stay current on digital trends, platform updates, and emerging content formats relevant to agriculture audiences.
- Work with a project manager to review project timelines and assign contractors.
- Contribute to new business proposals by taking an active role in developing ideas and strategies.

What are you great at?

- Demonstrating an understanding of the client's audience, product portfolio, and marketing strategies
- Digital content creation
- Creative execution based on brief and/or strategy
- Leading internally and with contractors
- Client interactions and presentations
- Sourcing opportunities for new business
- Strategic thinking
- Working quickly and efficiently
- Performing well under pressure and tight deadlines
- Detailed, quality work

You'll fit right in if:

- You're comfortable in a constantly changing environment where we learn and grow every day.
- You have experience across all channels, including: branding, print, video, social, and web.
- You are a self-confident leader who leaves their ego at the door.
- You thrive on collaboration and enjoy adding to the conversation.
- You possess a true team spirit, with a commitment to the success of the company and its clients, and have a strong sense of passion for the work and pride in the team.
- You understand how to manage up and down.

Requirements:

- 3+ years of agency experience



- Experience working within the agricultural industry (in-house or ag-focused agency)
- Current portfolio of work demonstrating projects you have contributed to, as well as led a team on
- Advanced proficiency in Adobe Creative Suite

Salary Range:

- Compensation will be based on talent, expertise, and experience. The proposed salary range is \$80,000 - 90,000.

Benefits:

- People-first, flexible work environment
- Unlimited vacation
- Stipend for cell phone and internet bills
- Health, vision, and life insurances
- Up to 3% retirement match
- 8 weeks paid maternity leave

To apply, email your resume and portfolio to team@wearemccracken.com with the subject line Lead Designer Application - [Last name, First name].