

Creative Director, *The Old Farmer's Almanac*

Do you have a passion for visionary design and brand stewardship? Are you an artist who thrives on translating ideas into impactful visuals across print, digital, and product channels? Yankee Publishing is looking for an experienced Creative Director/Art Director to define and implement the creative expression of our beloved brand, *The Old Farmer's Almanac*.

As Creative Director/Art Director, you'll be the visionary behind the cohesive look and feel of *The Old Farmer's Almanac* brand across all touchpoints—from our print publications and licensed products to our website and social media. You'll bring creativity, strategic thinking, and design excellence to every project, while inspiring a designers, illustrators, photographers, and collaborators. This is an exciting opportunity to shape the next chapter of a legacy brand beloved for its trusted content in gardening, weather, astrology. nature, cooking, and more.

Hybrid/On-Site Position:

This position is on-site in Dublin, NH with a minimum of 3 days per week in the office; probably more at the start of onboarding and training. This is not a remote position. Therefore, our ideal candidate will be a commutable distance from the Dublin, NH office or willing to relocate. If you are willing to relocate, please indicate this in your application and cover letter.

Key Responsibilities:

Creative Leadership & Vision

- Define and execute the overarching creative vision across all brand products and platforms.
- Ensure alignment of visuals, messaging, and tone with brand identity and strategic goals.
- Communicate design direction to internal teams and external contributors with clarity and inspiration.

Print & Publication Design

- This is a hands-on, creative position that will design covers, page layouts, house ads, and promotional materials for all publications.
- Oversee illustration, photography, and image acquisition—including budget tracking and rights management.
- Collaborate on product packaging, calendars, and special issues, ensuring commercial appeal and editorial alignment.

- Manage prepress processes and production stages, including imposition and color corrections.

Digital & Product Design

- Advise on or create visuals for digital platforms including websites, newsletters, and social media.
- Guide the design of brand-aligned merchandise and digital product offerings.
- Recommend efficient, cost-conscious solutions for multimedia and e-commerce design needs.

Team & Workflow Management

- Partner with production and editorial leadership to manage schedules and workflow.
- Promote innovation and shared best practices across teams.
- Participate in product development meetings and contribute to strategic planning.

Market Awareness & Brand Growth

- Stay current on design, technology, and media trends.
- Analyze industry competitors to identify opportunities for content and product innovation.
- Champion creativity while respecting the tradition and values of our brand.

Qualifications:

- Degree in graphic design or equivalent experience.
- 5-8+ years of experience in art direction and consumer publication design.
- Mastery of Adobe Creative Suite (InDesign, Illustrator, Photoshop) on Mac platform.
- Solid understanding of production processes, adhering to budgets, and print best practices.

- Excellent organizational and project management skills, with a strong ability to prioritize.
- Clear, professional communicator and collaborative team player.
- Meticulous attention to detail and a deep respect for brand heritage.
- A love for design—and ideally, for our content areas of gardening, cooking, nature, weather, and history.

Why Join Us?

The Old Farmer's Almanac, is a legacy brand with a loyal audience and a forward-thinking approach. This is your chance to lead creative at a company where quality, storytelling, and community matter. You'll be empowered to shape the visual future of a brand with heart, history, and a strong presence across multiple platforms.

To Apply:

Please submit your resume, a cover letter outlining your creative leadership experience, and a portfolio that demonstrates your range and vision across print and digital design.