THE DIGITAL MONKEYS

Art Director

Full time, on site in Milimani, Nairobi

Creative Department | Reports to the Creative Director / Managing Director

At a glance

Detail	Summary
Job title	Art Director
Department	Creative
Reports to	Creative Director / Managing Director
Job type	Full time, permanent, on site
Location	Suite 14, Pergola Flats, Jakaya Kikwete Road, Milimani, Nairobi
Schedule	Monday to Friday, standard office hours
Pay	KES 106,000 to KES 126,000 gross per month, depending on experience
Experience	5+ years of agency or creative experience
Works alongside	Head of Studio, multimedia designers, Client Service and Digital teams
Reporting into you	Junior and senior creatives, through creative guidance and review

About The Digital Monkeys

The Digital Monkeys is a Nairobi based digital agency that has spent ten years helping brands show up properly. We work with clients across FMCG, beauty, insurance, automotive and financial services, in Kenya and the wider East African region.

You will be part of the Creative department, working with account managers who own the client relationship, briefs and approvals. Together, you will deliver compelling creative work that aligns with client goals and the agency's standards of excellence.

About the role

You will own creative direction, concept development, visual quality and brand consistency for assigned work. You will turn a client brief into a compelling idea and guide the team from the first concept through to client-ready output.

This is a standalone creative leadership role, not a studio administration role. The Head of Studio owns task allocation, workload reporting and capacity management; you own the quality of the creative direction and execution. You will work with the Creative Director on strategic approvals, particularly for high-priority campaigns.

What you will own

Six areas, described first in plain terms and then broken down into what they mean in practice.

1. Creative direction and concept development

Turn briefs into ideas that are distinctive, relevant and strong enough to carry a campaign.

- Interpret client briefs into creative concepts, campaign routes and visual direction.
- Lead ideation sessions and consolidate team input into a clear creative route.
- Ensure ideas align with client objectives, audience needs and agency standards.

2. Creative strategy and approval

Make the creative rationale clear before the team invests time in production.

- Prepare creative strategy, moodboards, references, key visuals and concept rationale.
- Align with the Head of Studio on timing, scope and execution feasibility.
- Present Tier 1 and selected high-risk Tier 2 strategies to the Creative Director for approval before execution.

3. Execution guidance

Give designers the direction they need to deliver confidently, without taking over their work.

- Guide multimedia designers on layout, hierarchy, execution style, animation direction and brand application.
- Clarify expectations and production requirements before work begins.
- Support designers during execution and resolve creative ambiguities early.

4. Creative quality assurance and brand consistency

You are the creative quality control point for assigned work.

- Review work before it goes to the Creative Director, Client Service or the client.
- Check visual quality, messaging clarity, brand alignment, technical completeness and consistency across assets.
- Give clear, actionable and timely corrections; reduce avoidable rework.

5. Client and internal presentations

Explain the thinking behind the creative work, not just what it looks like.

- Support or lead creative presentations where required.
- Present and defend creative rationale clearly and confidently.
- Translate client feedback into practical creative revisions, working with Client Service.

6. Mentorship and creative capability

Build stronger creative judgement across the team.

- Guide senior and junior creatives through critique and feedback.
- Run creative reviews, inspiration shares and quality improvement sessions.
- Promote stronger thinking, craft and storytelling; apply and share new creative practices.

What success looks like

Success is measured by the quality of your work, how effectively it is delivered and the contribution you make to stronger creative output.

The three performance areas

Area	What we look at	What good looks like
Concept quality	Concept reviews, Creative Director and client feedback.	Ideas are clear, original, aligned to the brief and supported by a convincing rationale.
Creative quality	QA scores, revision cycles, error logs and brand consistency.	Work is client-ready, on brand and requires fewer avoidable revisions.
Execution clarity	Designer feedback, direction notes and review turnaround.	Designers know what to execute and receive timely, practical guidance.

The foundation underneath them

Clear approval routes, timely reviews, accurate work records and adherence to agency policies underpin every creative outcome. Strong concepts are not enough if execution repeatedly goes off brief.

Your first year

We would rather be clear about expectations now than surprise you later.

Timeframe	What we expect
First 30 days	Learn assigned brands, approval routes, client tiers and studio standards; review existing creative work and identify priority improvement areas.
By 90 days	Lead concept development and creative reviews independently, with clear direction notes and timely strategic approvals.
By six months	Show improvement in concept quality, brand consistency and avoidable rework; strengthen the team through regular critique.
By one year	Consistently deliver strong campaign direction, client-ready creative output and measurable improvements in the creative team’s capability.

How performance is measured

Your performance is reviewed monthly across 6 weighted areas. The measures reflect the responsibilities of the role and the standards expected of the Creative department.

Area	Weight	The standard we hold
Creative strategy and concept quality	25%	Concept reviews, Creative Director and client feedback, and the quality of creative rationale.
Quality of output and rework reduction	25%	QA scores, revision cycles, error logs and brand consistency reviews.
Designer clarity and execution support	20%	Designer feedback, fewer execution gaps, quality of direction notes and review turnaround.
Presentation quality and feedback handling	15%	Presentation feedback, client meeting notes, clarity of rationale and revision guidance.
Systems and policy compliance	10%	Adherence to project systems, timesheets, file structures, SOPs and company policies.
Creative growth and best practice	5%	Courses, critiques, new ideas, trend application and knowledge sharing.

What you will bring

What we need you to have

- Minimum diploma or degree in design, art direction, multimedia, visual communication, advertising, marketing communications or a related field.
- At least five years of agency or creative experience, with evidence of art direction, campaign concepting and design leadership.
- A strong portfolio demonstrating concept development, visual systems, campaign direction and storytelling.
- Proficiency in Adobe Creative Suite and relevant presentation/design tools; understanding of motion, video, digital formats and production limitations.
- Ability to present and defend creative work, interpret feedback and give actionable direction to designers.
- Ability to shape and improve campaign copy, captions, headline options and script direction.

What you will bring (continued)

What would help but is not essential

- Experience developing campaigns across different industries or markets.
- Experience leading creative critiques and mentoring designers.

How you work

You set high standards, own your decisions and pay attention to detail. You are proactive, respectful, open to critique and calm under pressure. You are comfortable making creative decisions while collaborating with the Head of Studio and wider team.

What we offer

We publish the pay band because we would rather you know now than after three interviews.

- Salary of KES 106,000 to KES 126,000 gross per month. Where you land in the band depends on your experience and how you perform through the hiring process.
- A documented job group structure with ten progression steps.
- Real ownership of creative direction, concept quality and creative review across assigned work.
- Portfolio worth having: recognisable brands across several categories and markets.

How we hire

After an initial conversation, shortlisted candidates will be assessed through a role-relevant practical exercise and a panel discussion at our Milimani office. The assessment will focus on creative brief interpretation, concept development, visual direction, creative critique and a presentation of your rationale.

The assessment will be aligned to the responsibilities and performance expectations described in this document.

Apply

Send your CV and a portfolio of campaign concepts, visual direction and projects you have personally led to dm@tdm.co.ke with the subject line “Art Director”. Tell us briefly what you personally owned and the outcome of the work.

The Digital Monkeys is an equal opportunity employer. We welcome applications from candidates of every background. If you need an adjustment to take part in the assessment, tell us when you apply.