



GRAPHIC AND WEB DESIGNER

Department: Marketing

FLSA Status: Exempt

Work Schedule: Monday to Friday, 9:00 am to 5:00 pm

Effective Date: Immediately

Job Status: Full-Time

Reports To: Director of Marketing

Positions Managed: None

Last Revision Date: December 13, 2022

POSITION SUMMARY:

The Graphic and Web Designer reports to the Director of Marketing and will service the operations team with any creative or design needs from initial concepts to final production. This position is responsible for helping maintain the visual integrity of the client brands, while demonstrating the ability to supply creative solutions to a variety of requested projects. A portfolio must be submitted to be considered.

ROLES AND RESPONSIBILITIES:

- Develop concepts and design a variety of marketing projects including but not limited to print, web, promotional material, and digital.
- Work with all departments to meet design and print needs such as event registration websites and event print materials.
- Make sure that projects support the teams brand strategy and are completed on time and error-free.
- Help manage and maintain digital files; distribute as requested.
- Assist in development of creative ideas for all marketing and team initiatives.
- All other duties as assigned.

REQUIREMENTS:

- Bachelor's degree in digital and/or graphic design, communications, or related field.
- At least one year of professional experience.
- Experience with Adobe Creative Cloud tools.
- Understanding of HTML, CSS, WordPress, and Elementor Builder.
- An understanding of how to organize and optimize digital content across web, social media platforms, and email marketing to measurably reach and engage audiences.
- Knowledge of design elements, artistic ability, and creativity are essential.
- Ability to multi-task and work under tight deadlines.
- Ability to effectively communicate with other departments and corporate sponsors visually, verbally, and in writing.
- Experience with the process of asset management amongst a high-volume of projects and deliverables.
- Incredible organization skills and attention to detail.
- Dependable and proactive team player with experience producing visual content with little supervision.
- Microsoft Office product expertise in Word, PowerPoint, and Excel is required.
- Mailchimp knowledge is a plus.



- Experience editing video is a plus.

PHYSICAL DEMANDS / WORK ENVIRONMENT:

- Must be able to sit / stand for 8 hours
- Walking, bending, light lifting up to 25 lbs.

Employee Name: _____

Employee Signature: _____

Date: _____