

## **Job Description**

### **Graphic Designer**

#### **Reports To:**

The Graphic Designer will report to the Manager

#### **Job Overview:**

At our company, we see graphic design as visual storytelling that engages, informs, and inspires. We're looking for a talented graphic designer who can take concepts and ideas and create visual representations, in both print and electronic media. The ideal candidate will have expert knowledge of current design software and be skilled in every step of the design process, from concept to final deliverable.

The successful candidate will have a thorough understanding of branding and marketing, and be able to find the right style and layout for every project.

#### **Responsibilities and Duties:**

- Collaborate, brainstorm, and strategize with multiple teams or clients on a wide range of materials that may include web pages, presentations, programming collateral, signage, internal communications, newsletters, and marketing materials
- Translate strategic direction into high-quality design within an established brand identity
- Develop concepts by hand or with software, and execute original content by determining the ideal usage of color, text, font style, imagery, and layout
- Manage the design and uploading process for all project materials, based on best practices for using a content management system
- Use trend intelligence and knowledge of historical and current markets when designing and executing specific classifications

#### **Educational Qualifications and Experience**

- Five or more years of experience (academic and professional) with design software, including Illustrator, InDesign, Photoshop, Dreamweaver
- Three or more years of experience in professional graphic design, preferably with a creative or marketing agency
- Bachelor's degree (or equivalent) in graphic design, art, or related discipline
- Working knowledge of CSS3, HTML5, and JavaScript
- Knowledge of WordPress and content management systems
- Photography experience and proficiency with photo-editing software

#### **Skills and Personal Traits:**

- Excellent communication and presentation skills
- Organizational and time-management skills for meeting deadlines in a fast-paced environment
- Desire to continue building skill set with education and training

- Exceptional creativity and innovative design skills