

JOB DESCRIPTION

GRAPHIC DESIGNER

Under the direction and supervision of the Creative Workgroup Team Leader, the Graphic Designer is accountable for supporting all job responsibilities outlined in the Creative Workgroup and their Secondary Workgroups to deliver all outcomes outlined in the agency's growth plan.

CREATIVE WORKGROUP FUNCTIONS

- // Creative Strategy & Execution
- // Branding
- // Graphic Design
- // Copywriting
- // Content Strategy
- // Video & Audio
- // Photography
- // 3D Tours
- // Font, Stock Photography & Asset Management
- // Print & Vendor Management
- // Other Creative Platforms

OUR BRAND STANDARDS

- // Embody the agency's core values
- // Foster a positive and productive workplace
- // Achieve agency and client quality standards
- // Contribute to the agency's growth plan

STRATEGY & VISION

- // Support in identifying and aligning Workgroup strategic goals with the agency's strategic goals
- // Carry out execution plan to ensure Workgroup strategic goals and growth expectations are met
- // Collaborate with other Workgroups to ensure agency's growth expectations are met
- // Research and analyze industry, market, and competitors to make proactive and informed decisions
- // Meet goals associated with revenue and expenses to achieve Workgroup financial expectations



- // Execute and provide feedback on implementation methods designed to streamline operations, maximize profitability, and increase customer satisfaction
- // Assist in evaluation of new technology selections and following implementation processes
- // Follow the outlined Workgroup practices to ensure current laws, licensing agreements, and ethical best practices are met

CLIENT RELATIONS & NEW BUSINESS

- // Build and enhance client relationships
- // Represent the agency or its clients at industry, community, and client functions
- // Practice effective prospecting and relationship development
- // Present, sell, and defend agency work/proposals to prospects and clients
- // Participate in new business proposals and presentations
- // Participate in the strategy and execution of agency marketing and sales plans
- // Provide feedback on new agency service offerings, pricing, and promotional strategies

PRODUCTION

All employees are responsible for active contribution to their direct and indirect Workgroup functions. As a contributor to your Workgroup, you are expected to generate billable services that align with your skill set and experience including:

PRIMARY WORKGROUP FUNCTIONS

- // **Branding** / Assist in the development of brand strategy, creation of brand concepts, new creative, and logo development, campaign creative and themes, logo guides and brand standards.
- // **Graphic Design** / Creative production across all channels to ensure vision, strategy, and adherence to brand standards and agency quality are met.
 - // Fulfills layout assignments according to supplied strategic and creative input
 - // Provides design and illustration (digital and/or traditional) from conception to completion
 - // Contribute to the creation of proposals, presentations, agency blogs and other materials
- // **Content Strategy** / Supporting content plans to align with vision, strategy and goals of clients; Continuous oversight to ensure content stays fresh, engaging, and relevant to changing needs/times
- // **Video & Audio** / Production of video and audio services, storyboarding, scripting, shoot coordination and planning, editing, for TV, video, digital animation, and radio
- // **Photography** / Production of photography services, shoot coordination and planning, editing, vendor and equipment management
- // **3D Tours** / Production of 3D tour services, shoot coordination and planning, tour creation, post production processes, vendor and equipment management
- // **Font, Stock Photography & Asset Management** / Adherence to licensure and terms and conditions of asset platforms, organization and maintenance of digital assets, photography, illustrations, logo art, fonts and client materials for proper storage and archive of assets



- // **Print & Vendor Management** / Coordination of design for all print, trade show, signage, apparel, specialty and other physical items, estimating and technical specifications, knowledge of production and printing processes, paper specifications, file preparation and submission, proof approvals, quality control
- // **Other Creative Platforms**

SECONDARY WORKGROUP FUNCTIONS

- // **Digital Advertising** / Production of digital artwork to support digital strategies, knowledge of interactive/web image and icon requirements for digital applications, pre-press requirements, implementation, and creative optimization
- // **Social Media** / Support Digital and Client Services Workgroups to plan, develop creative, and execute monthly social media content to drive engagement
- // **Email Marketing** / Support Digital workgroup in the ideation and development of client email campaign creative.

REQUIREMENTS

- // 1 year applicable industry experience preferred
- // Associate's or bachelor's degree preferred, but not necessary
- // Demonstrated graphic design experience across traditional and digital channels
- // Ability to contribute in agency sales and marketing activities
- // Freelance or agency experience desired

NECESSARY TRAITS FOR THE POSITION:

- // Demonstrates ability to apply design concepts to achieve business goals
- // Possesses effective visual, oral and written communication skills
- // Demonstrates the ability to work independently and meet deadlines
- // Possesses integrity, passion and enthusiasm for your work
- // Passion to help grow the the agency and it's client's businesses
- // Ability to operate successfully through periods of ambiguity and change
- // Ability to prioritize projects, pay excellent attention to detail, and multi-task
- // Maintains high skill levels in software programs required to perform assigned job functions

