

## **Job Title: Graphic Designer**

### **Job Summary:**

The role of the Graphic Designer is to collaborate with the Creative Director to conceptualize and create designs for all assets including promotional products, website refreshes, email blasts, social media posts, print materials, look books, and other materials as requested. They should create consistency across all visuals while adhering to all brand guidelines. They should be able to manage multiple projects simultaneously and consistently. They will take direction from the Creative Director to ensure all brand standards are consistently met and we exceed client expectations. They should expect to continue their education and keep their design work up to date to keep our clients relevant in their own spaces. Brand + Aid is proud to be an equal opportunity employer that values the diversity of all of our employees. We are as passionate about our brands as we are about creating a working environment centered around respect and inclusion. Our goal is for everyone to contribute and advancement is based on merit. We want everyone to reach their full potential!

### **Responsibilities:**

- *Collaborates with the sales team to ensure the creative and communications aspects of day-to-day operations are occurring as intended and agreed upon.*
- *Works closely with the sales teams to engage and grow creative and communications support for our clients.*
- *Often owns development of strategic communication plans in partnership with the Director of Marketing and Director of sales and with input from the sales team.*
- *May participate in client reviews in coordination with Client Success.*
- *Attends and participates in weekly team meetings and optimizes team processes as needed.*
- *Works with Creative Director to develop and advance their collective skill set through skill share presentations, process training and participating in self-led industry education.*
- *Communicates effectively with the sales team and Creative Director to understand project requirements and provides updates on progress to ensure the sales team meets client expectations and timelines.*
- *Other tasks as assigned by management.*

### **Required Skills/Abilities:**

- *Excellent verbal and written communication skills.*
- *Excellent organizational skills and attention to detail.*
- *Excellent time management skills with a proven ability to meet deadlines.*
- *Expertise with record of successful sales achievement*
- *Strong analytical and problem-solving skills.*
- *Ability to prioritize tasks and to delegate them when appropriate.*
- *Ability to function well in a high-paced and at times stressful environment.*
- *Ability to lead both internal teams and guide client teams.*
- *Proven success in mentoring and supervising junior staff.*
- *Experience with creative project management, consistently delivering on time and within budget.*
- *Strong relationship building skills, navigating both internal and client relationships with empathy, advocating for both the brand or program.*
- *Active listening skills and the ability to draw useful feedback from internal and client teams.*
- *Ability to organize creative assets on Google Drive*
- *Expert knowledge of Adobe Suite and other graphic related software.*

### **Education and Experience:**

- *A bachelor's degree in advertising, fine art, design or a related field.*
- *3+ years experience working in the promotional products space or relevant work experience.*

- *3+ years experience in the creative space, including experience in the creative process, marketing, graphic design and brand development.*
- *Excellent leadership, interpersonal, motivational and communication skills.*
- *Strong analytical, decision-making, and problem-solving skills.*
- *Innovative and entrepreneurial mindset.*
- *Portfolio of creative experience required to be considered for this role.*

**Physical Requirements:**

- *Prolonged periods of sitting at a desk and working on a computer.*
- *Must be able to lift up to 15 pounds at times.*