

Job Title: Digital/Graphic Designer



Department: Marketing

Location: Philadelphia, PA

Reports to: Senior Graphic Designer

Position Summary: An excellent opportunity to join a collaborative, energetic team and create high-impact digital and print-based marketing materials for the promotional products industry. Our ideal Graphic Designer is a team player, innovative, and thrives in a fast-paced, ever-evolving environment.

Essential Duties and Responsibilities:

Our Digital/Graphic Designer will execute all aspects of the design, layout, and final delivery of complex projects. Job duties include but are not limited to the following:

- Generating ideas to portray concepts and advertise products and services.
- Creating online marketing materials including web banners, marketing emails, social media graphics.
- Designing and laying out print-based marketing materials, such as brochures and flyers.
- Updating website content (no programming necessary, but a general understanding of HTML & CSS is a plus).
- Experience in responsive web design, HTML, CSS, SCSS, JavaScript, Joomla, Wordpress, Square and SquareSpace.
- Designing product imprints and creating accurate mockups.
- BONUS: Experience creating and editing short form video content (using Premiere, After Effects and Biteable).
- BONUS: Experience with CRMs such as MailChimp, HubSpot, Hootsuite, Keap/Infusionsoft, etc.

Knowledge and Experience:

This position requires specialized knowledge of methods and techniques of graphic design and layout.

- 3+ years of relevant professional experience
- Adobe Creative Suite (Especially Photoshop, InDesign, Illustrator)
- Knowledge of printing processes and specifications
- Up to date with best practices for social media and email marketing
- Comfortable with Microsoft Office business applications

Core Competencies:

- Able to present concepts for initial and follow-up direction and receive constructive critique for quality outcomes
- Collaborate in a team environment, freely sharing thoughts and ideas
- Complete deadline-driven tasks on time

- Strong organizational skills and attention to detail
- Outstanding verbal and written communication skills
- Good time management, prioritization, and multitasking skills in executing projects
- Adaptable to change and open to new opportunities
- Adherence to existing brand guidelines
- Excellent active listening and customer service skills

Education and Training:

- Bachelor's degree in design, visual arts, or relevant field

Additional:

- Submit links to samples of your work with your resume