



## DIGITAL GRAPHIC DESIGNER

### Job Description

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We are seeking an organized, detailed and driven individual to join our team of experienced marketing professionals. In this position, you will be responsible for various website content updates, social media graphics, animated gifs, digital display/banner ads, reporting and assisting with email marketing. We're looking for a passionate, resourceful, adaptive, highly creative, and intelligent designer who is ready to work and learn in a collaborative team environment.

**No applicant will be considered without samples of work.**

### Duties and Responsibilities

- Implement new website features and content, including graphic elements, website navigation and page layout.
- Create social media graphics on a monthly basis for clients
- Create animated gifs and digital display/banner ads
- Create email campaigns, from design, testing, distribution and reporting
- Ensure high quality graphic and web standards that maintain brand consistency
- Regularly research brand trends, layouts and best practices
- Proofreading, re-structuring and editing current website content
- Pulling website reporting through Google Analytics
- Maintain short and long-term deadlines
- Collaborate with our teams to ensure clean workflow of projects through discovery, design, development, final approval and delivery

### Minimum Requirements and Skills

- Bachelor's degree in a related field; or equivalent combination of education required.
- Proficient with Adobe Creative Suite including Photoshop, Illustrator and After Effects
- UI/UX design experience
- Strong understanding of typography, color, layout and website interaction
- Utilize content management systems such as WordPress for website updates

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. We are an equal-opportunity employer committed to an inclusive workplace. We encourage anyone interested to apply and do not discriminate on the basis of race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Employment with Central States Marketing is contingent upon the satisfactory completion of a criminal background check.