



## Graphic Designer Job Description

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Central States Marketing is looking for an organized, detailed, and driven individual who is passionate about marketing and helping clients grow. You'll be joining a company considered one of Central Illinois' most innovative leaders in marketing.

This is a full-time, in-office role for an experienced Graphic Designer to support and grow our creative department. In this position, you will be responsible for creating graphics, graphic design, logo design, web design, branding and typography to support various strategic marketing projects. 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.

### Job Duties

- Design of websites including creating website wireframes, mockups, and prototypes to effectively communicate interaction and design ideas that enhance the user experience.
- Create compelling visual assets, including logos, icons, infographics, color schemes and other graphic elements that align with brand identity and enhance usability.
- Design marketing materials such as brochures, posters, presentations, and advertisements.
- Produce high-quality digital and print designs that resonate with our target audience.
- Ensure brand consistency across all touchpoints, including digital platforms, marketing materials, and internal communications.
- Work closely with our creative team and project managers to ensure clean workflow of projects through discovery, design, development, final approval and delivery

### Minimum Requirements/Qualifications

- Bachelor's degree (preferably in fine arts, graphic design or communications)
- 5+ years of experience in graphic communications and digital design
- Proficient with Adobe Creative Suite, FIGMA and Acrobat

### Knowledge, Skills, Abilities

- Proven experience in brand identity design, website design, and user experience (UX) design
- Creative thinking skills and out-of-the-box mindset
- Excellent communication and collaboration skills to effectively work with clients and cross-functional teams
- Strong organizational and time management skills that reflect ability to perform and prioritize tasks
- Outstanding attention to detail and ability to multitask in a fast-paced environment
- Highly resourceful team player with the ability to also be extremely effective independently
- Mature, responsible and self-motivated with a strong work ethic
- Maintain positive attitude when dealing with all team members and clients

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

Central States Marketing offers an attractive compensation package, which includes a competitive salary, 401(k) plan, PTO, holiday pay, and a comprehensive benefits program. CSM is an equal-opportunity employer committed to an inclusive workplace. Anyone interested is encouraged to apply and CSM does 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.