

. V I S I T .

ALBUQUERQUE

CHANGE YOUR PERSPECTIVE

JOB POSTING

Title: Graphic Design Manager
Department: Marketing, Communications & Partnership (MCP)
Reports To: Vice President
Pay Rate/Hours/Benefits: Competitive Salary DOE, 40 hours/wk., outstanding benefits including downtown paid parking.

Visit Albuquerque, a premier destination marketing organization in the Southwest, seeks a motivated, detail-oriented individual to develop creative design concepts from inception to production for a wide range of media including but not limited to website, newsletters, emails, video, print publications and brochures, signage, digital and print advertisements, and other collateral material to support Visit Albuquerque's needs for appropriate and high-level visual content. This position advances the organization's marketing objectives through the production of high-quality graphic content, uses design principles to enhance the effectiveness of communications and ensures consistency of Visit Albuquerque's brand identity.

Successful candidate responsibilities will include:

- Develops creative concepts and produces final designs for print and digital delivery. Projects include but are not limited to media such as print and digital advertisements, vinyl banners and billboards, website graphics, social media graphics, infographics, sales sheets, e-newsletters, videos, reports, publications, and brochures.
- Upholds Visit Albuquerque's visual identity standards according to established brand guidelines.
- Strategically uses graphics, photos, typography, and other design elements to support and clearly communicate written messages.
- Designs templates for staff use (presentation slide decks, reports, sales sheets, etc.)
- Collaborates with Marketing and Communications team and other stakeholders to conceptualize the visual design elements of marketing campaigns.
- Proactively recommends creative solutions for design projects.
- Performs pre- and post-production quality checks.
- Manages workflow of graphic design projects to ensure that deadlines, budgets and objectives are met.
- Serves as the day-to-day contact for in-house photography contracts and coordinates photo needs for Visit Albuquerque with the photographers.
- Produces (shoots, edits, and renders) or coordinates production of photos and videos to be featured on Visit Albuquerque's website, social media platforms, advertisements, publications and collateral material.
- Coordinates content, design and distribution of e-newsletters using email marketing software.
- Maintains organization of graphic files (assets), including company logos, photos and art.
- Obtains quotes from vendors (printing companies, video production companies, etc.) to complete design projects. Serves as the internal production contact for vendors.
- Remains up to date on latest graphic design software (particularly all Adobe Creative Cloud products) and on current trends in graphic design.
- Maintains a professional appearance at all times keeping within industry standards.
- Demonstrates professional and ethical conduct at all times in accordance with Company policy.

Qualifications include:

Education/Experience: Bachelor's degree in graphic design or another related field. Five or more years of directly related experience or equivalent combination of education and experience.

The successful candidate will possess the following skills, abilities and competencies:

- Demonstrated understanding of graphic design concepts
- Excellent typography and text layout skills
- Expert skills in Adobe Creative Cloud, particularly Photoshop, InDesign and Illustrator
- Strong creative, organizational and problem-solving skills
- Demonstrated skills in MS Office
- Familiarity with HTML, CSS, CMSs
- Proficiency in both Mac and Windows environment
- Knowledge of print production or experience working digital and offset printers
- Familiarity with Adobe Premiere Pro for video editing
- Familiarity with email marketing software such as Constant Contact
- Refined written and oral communications skills
- Demonstrated skills in copywriting preferred
- Knowledge and appreciation of Albuquerque
- Must be a team player as part of collaborative efforts
- Knowledge of Hospitality Industry, Convention or Tourism business a plus.

Send or email resume and cover letter to:

Human Resources

Visit Albuquerque

20 First Plaza NW, Suite 601

Albuquerque, NM 87102

E-mail: jobs@visitABQ.org

EOE

The mission of Visit Albuquerque is to stimulate economic growth by marketing Albuquerque as a visitor and convention destination. For more information, call 505.842.9918 or visit our web site at www.VisitABQ.org.