

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Graphic Designer

Reports to: Marketing Director

Summary: Visit Bucks County, the official tourism promotion agency for Bucks County, PA is seeking a creative and savvy Graphic Designer to join a forward-thinking, fast-paced marketing and communications team. The Graphic Designer is responsible for visually organizing ideas, images and information to execute advertisements, collateral, etc. aimed at increasing leisure tourism, group tours, meetings/events, weddings and sports tournaments to Bucks County. An ideal candidate is a creative thinker with excellent design skills capable of interpreting the needs of the project manager and executing creative within brand guidelines.

Pay Rate: Commensurate with experience; full-time salaried position.

Major Responsibilities:

The responsibilities for this position include, but are not limited to:

- Delivers visuals from concept to execution for all projects, including brand marketing campaign, internal and external marketing graphics and collateral.
- Designs original creative based on requirements and deadlines provided by the Marketing Director and Project Manager.
- Provides creative direction that visually informs ideas and takes jobs from the initial creative request to delivery of final product in coordination with the Marketing Director.
- Creates and produces graphic materials using a range of media, methods and techniques.
- Consistently learns new design methods and mediums to design projects in video, animation, print and web.
- Maintains brand standards for all in-house campaigns.
- Fulfills art to media buyers, advertising outlets and printers.
- Maintains an organized archive of all past jobs, including working files and final files sent to vendors.
- Meets with Project Managers to determine creative direction upon request and to complete additional job requests provided by the Marketing & Communications team.
- Manages budgets related to creative and printing and maintains relationships with printers.
- Performs other tasks as required.

Requirements:

The successful candidate for this position possesses the following skills and abilities:

- Minimum 3-5 years of experience in graphic design.
- Experience working for a creative or marketing agency is a plus.
- Proficient in InDesign, Photoshop, Illustrator, Flash, Dreamweaver, Video editing and production using Final Cut Pro.
- Working knowledge of HTML email, HTML5, CSS3.
- Experience with producing video and graphics for social media.
- Strong creative and editing skills a must.
- Ability to prioritize and handle simultaneous projects with multiple vendors.
- Ability to meet deadlines.
- A sense of humor.

Please send cover letter, resume and salary requirements to Jobs@VisitBucksCounty.com. No phone calls, please.

--- Visit Bucks County is the official tourism promotion agency for Bucks County ---