

Job Title: Manager of Graphic Design and Special Projects

Location: eXplore Lawrence, Lawrence, KS

Reports To: Director of Marketing

Pay Range: \$45,000-\$50,000

Explore Lawrence Mission & Vision

Mission: eXplore Lawrence benefits the local economy by attracting diverse visitors, groups, and events to the City.

Vision: eXplore Lawrence celebrates Lawrence and Douglas County as an unmistakable destination known for its unique identity, inclusive community, and unforgettable visitor experiences.

Marketing and Communications Mission

eXplore Lawrence builds the tourism economy in Lawrence by increasing the number and diversity of visitors through innovative, creative, and welcoming marketing and communications strategies.

Job Summary

eXplore Lawrence seeks an experienced, creative, and highly organized Manager of Graphic Design and Special Projects to join our dynamic marketing team. This role will be responsible for leading the visual identity of eXplore Lawrence across various platforms and managing key special projects that advance our mission to promote Lawrence as a premier destination. The ideal candidate has a passion for design, a deep understanding of branding, and the ability to lead cross-functional initiatives from concept through completion.

- **Graphic Design Leadership:** Oversee the design of visual aspects of eXplore Lawrence's marketing materials, ensuring brand consistency and excellence in design across digital, print, and experiential platforms. Utilize the brand standards and guidelines throughout all projects.
- **Content Development:** Develop and produce high-quality graphic content, including advertisements, promotional materials, digital assets, brochures, and other collateral, to support various marketing initiatives. Work closely with the Marketing Content Manager and Director of Marketing to continue eXplore Lawrence's cohesive voice and messaging.
- **Special Projects:** Lead and manage special projects that support marketing objectives, including—but not limited to—large-scale campaigns, Lawrence Passport programs, and accurate database management in connection with projects. Administrative work and reporting will be included in these project responsibilities.
- **Creative Collaboration:** Work closely with the marketing team, external vendors, and community partners to ensure cohesive visual strategies and timely execution of design projects.
- **Project Management:** Manage project timelines and deliverables, ensuring all aspects of a project are completed on time and within scope.
- **Market Research:** Stay up-to-date on graphic design trends and tourism marketing best practices to ensure that eXplore Lawrence remains innovative and relevant.

Qualifications

- Bachelor's degree in Graphic Design, Marketing or a related field.
- 4+ years of experience in graphic design, with a strong portfolio showcasing a range of work across digital and print platforms.
- Proven experience managing special projects and cross-functional teams.
- Expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign), and other design tools.
- Exceptional attention to detail with the ability to handle multiple projects and deadlines.
- Strong understanding of branding and the ability to articulate and maintain a cohesive visual identity.
- Excellent communication, collaboration, and project management skills.
- Experience working in or knowledge of the tourism and hospitality industry is a plus.

OTHER DUTIES

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job.

eXplore Lawrence is an equal-opportunity employer with an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals regardless of race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.

eXplore Lawrence offers an exciting opportunity for qualified, career-motivated professionals and provides competitive compensation and the chance to work with talented people in a successful and pleasant environment.

To apply please send a cover letter, resume, and a portfolio to Allison Calvin, Director of Marketing & Communications at allison@explorelawrence.com

Applications will be accepted until January 15, 2025

Interviews will begin after the application period is closed.