

Job Description

Graphic Designer

Objective: We are looking for a highly organized, self-starter with a keen eye for design to create visual assets for all areas of our organization. This includes development of assets and execution of creative strategy for social channels, digital and print. Must enjoy collaboration, working within brand standards, ability to juggle many projects, meet tight deadlines and bring fresh ideas to the table.

About Destination Madison

As Greater Madison's official destination management organization, Destination Madison drives economic impact through tourism. Our mission is to inspire a love for Madison, and our vision is that Madison is a place for all. We attract leisure visitors, conventions and sporting events to the area, and partner with local businesses to position Madison as one of the world's most vibrant and innovative places to live, work and visit.

Department: Marketing

Supervisor: Vice President of Marketing & Brand Strategy

Job Classification: Full-time; Non-Exempt

Work Site Location: Destination Madison Office

Revised: July 2021

What you'll do:

- Translate concepts into creative design solutions across all print and digital assets
- Manage design revisions and approval of artwork, including proofreading and information accuracy
- Manage and monitor acceptable usage of the brand guidelines to ensure consistency and brand alignment across all departments
- Support overall brand strategy as a brand team member and work alongside our organization's Marketing Agency of Record
- Manage digital assets—importing, organizing, and maintaining all photos and graphics
- Determine photography needs, coordinate execution, manage and direct photo shoots
- Offer creative direction pre/post video production
- Basic photo manipulation, color correcting, retouching
- Use organization's project management tools, standards and practices for time management and communication
- Responsible for print production and delivering appropriate files
- Work closely with and support all departments with graphics needs
- Stay up to date with industry trends and tools

**This job description describes the general nature and scope of responsibilities for this position. Please note other duties and responsibilities may be assigned or removed at any time.*

Who we're looking for:

- Ability to work efficiently, collaborate and drive productivity within a team
- Eagerness to learn new platforms and skills
- Passion for design and love of Madison
- Detail-oriented with excellent project management and organizational skills
- Inspire creativity, innovative thinking, strong visual concepts, and solutions
- Excellent interpersonal skills, ability to exhibit diplomacy and decisiveness
- Excellent listening, written and oral communication skills
- Proficient in InDesign, Photoshop, Illustrator, PowerPoint and familiarity with Microsoft Word and Excel (within a PC based platform)
- A portfolio demonstrating creative and effective content in a variety of formats
- Familiarity with social media animation, motion and web design is a bonus
- Bachelor's Degree in Graphic Design, art or other related field and 3+ years of professional experience in a design role **OR** of 5+ years professional experience in a print and digital graphic design role

Work Environment & Job Specifications

The work environment and job specifications listed below are representative of those that must be met by an employee, with or without accommodations, to successfully perform the essential functions of this job.

- Primarily perform work in an office environment
- Occasionally move around the office and access or use computers, office equipment, telephone, and any other pertinent supplies, space or equipment used to perform the duties of the position.
- Work with frequent interruption.
- Sit for long periods of time
- Lift and/or move up to 10 pounds and occasionally lift and/or move up to 35 pounds
- Travel occasionally for Destination Madison supported events, meetings, etc.

**Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.*

To best safeguard the health and safety of our employees and guests, Destination Madison is mandating all employees to be fully vaccinated for COVID-19. This means that being fully vaccinated is a condition of continued employment and a condition of hire. For employees or applicants who request accommodation due to medical or religious reasons, Destination Madison will work directly with each employee or applicant to review their individual request for reasonable accommodation.

Destination Madison is an Equal Opportunity/Affirmative Action Employer