

POSITION DESCRIPTION
Visit Salt Lake



SALT LAKE

Job Title: Senior Designer
FLSA: Full-time, Exempt
Reports to: Associate Vice President of Marketing
Department: Marketing

Job Summary

Salt Lake is a place where elevation meets aspiration. An active urban city set at the foot of spectacular mountains. A place for open minds and fresh perspectives. This is an exciting time to be in Salt Lake: a brand new \$5.1B SLC International Airport expansion, a recently opened 700-key Hyatt Regency convention hotel, several new hotels in the development pipeline, population and business growth (Utah has been the fastest growing state in the nation since 2010, primarily driven by Salt lake), host of the 2023 NBA All Star Game, and recently announced as the preferred host of the 2034 Winter Olympics...Salt Lake is on fire, and we're just getting started.

To capitalize on this incredible growth and to achieve Visit Salt Lake's ambitious vision, we're seeking a dynamic and innovative Senior Designer to lead our design strategy and implementation across Brand & Marketing. The ideal candidate will have a proven track record of successful design leadership, a passion for innovation and the ability to collaborate effectively with cross-functional teams. You will play a pivotal role in enhancing the Visit Salt Lake Brand, ensuring consistency, and elevating the overall design quality across our key segments.

Primary Responsibilities:

- Envisions, designs, and produces digital, social, and promotional materials from concept to execution across key segments;
- Establish and maintain design standards, ensuring consistency across all brand touchpoints.
- Demonstrates ability to align design strategy with business goals;
- Collaborates with agencies and internal team members to help shape and bring our brand design vision to life;
- Collaborates with executive leadership to integrate design thinking into business decisions, experiences, and product development;
- Champion the craft of design and visual storytelling, and help elevate them throughout the department's output;
- Drive improvement and change by introducing new design methodologies and tools to enhance efficiency and effectiveness;
- Inspire, create, and sustain a culture of creative excellence and innovation;
- Utilize creative best practices, design trends and technologies, and competitor analysis to inform and develop communications.

Qualifications

- A current portfolio of creative work that showcases a wide range of successful marketing and communication initiatives;
- A passion for the craft of their discipline, and for being hands-on with teams and the work;
- Experience building and managing visual identity and creative for brands;
- High-level experience working with InDesign, Canva, Adobe Creative Cloud, Microsoft 365, and other creative communication tools;
- Experience and enthusiasm for testing and learning with new and emerging tech like AI;
- Excellent attention to detail and creative problem-solving skills;
- Strong project management skills, ability to work in a face paced environment and prioritize;
- Strong team building and mentoring skills;
- Strong communication skills both internally and externally, shaping creative output and creative learning agenda;
- Alignment with core team values: Knowledge, Integrity, Teamwork, Growth, Ownership;
- Appetite for a fast-paced environment and desire to constantly reassess and optimize to drive for excellence with a bias for action;

- Bachelor's degree or equivalent.

Benefits Package

Insurance: medical, dental, vision, life, long term disability. 401(k) plan, Vacation, Sick, Personal Days and major holidays PTO.

Application

Interested candidates are encouraged to submit their resume and cover letter at HRvisitSL@visitsaltlake.com.

Visit Salt Lake is an equal opportunity employer. We value diversity and encourage applicants from all backgrounds to apply. Only qualified candidates will be contacted for an interview. We thank all applicants for their interest in joining our team.

Final candidates will be subject to a background and reference check. E/O/E