

Creative Services & Graphic Design Manager

Reports to: VP Destination Marketing & Communications

Classification: Exempt

Seattle Southside Regional Tourism Authority (RTA)

JOB SUMMARY:

The Creative Services & Graphic Design Manager is directly responsible for developing all areas of graphic design including print, interactive and online project work as required by Seattle Southside to reach its goals and to fulfill its mission. This position will be instrumental in providing high-level graphic design & creative services.

Essential Functions:

1. Conceptualize and design layouts for advertising and marketing collateral based on design principles and aesthetic concepts that align with established brand guidelines and positioning of Seattle Southside as a premier destination.
2. Synthesize input from a number of different sources including: market research, design trends, and feedback or instruction from both internal and external stakeholders.
3. Develop, design and create a wide range of projects based on market research and creative briefs, including but not limited to:
 - a. Promotion-specific media including logo creation, advertising, brochures, collateral, promotional items, etc.
 - b. Event-specific media including online and print invitations, signage, stage décor, tradeshow booth displays, etc.
 - c. Internal branded materials including PowerPoint templates, Word document templates, electronic and print newsletters, sales/promotional kits, meeting and convention trade materials, etc., that reflect the feedback of various stakeholders.
4. Integrate marketing concepts established by external agency throughout Seattle Southside print and online materials.
5. Provide page designs for websites and other interactive media projects that demonstrate a solid understanding of current web standards, UX/UI fundamentals and integration of Seattle Southside brand platforms.
6. Establish and maintain creative policies and presentation standards, as appropriate to Seattle Southside.
7. Ensure all materials and creative developed uphold the brand standards as delineated in the Brand Standards Guidelines.
8. Provide photography acquisition support: recommend photo requirements, seek out sources of photos for Seattle Southside usage.
9. Organize and maintain an image library and shared file archive for organizational use.
10. Prioritize and coordinate multiple projects with Seattle Southside's Destination Marketing & Communications Department.
11. Provide illustrative/graphic support to marketing, sales and other departments as needed.
12. Coordinate all pre-production work and prepare appropriate files/materials for printers/vendors.
13. Support Seattle Southside websites: recommend photos/prepare and post, create web visuals in support of marketing campaigns.

14. Handle special projects and other duties as assigned.

Experience and Skills Required:

1. Three to five (3-5) years of desktop publishing and design experience.
2. Four-year degree from an academic institution in design or relevant field.
3. Demonstrated proficiency in PC-based Adobe Creative Suite - InDesign, Photoshop, Illustrator, Dreamweaver, Final Cut, Bridge, Acrobat Professional and Distiller.
4. Working knowledge of Microsoft Office Suite - Word, Outlook, Excel and PowerPoint.
5. Adobe Premier, HTML, JavaScript, Flash, CSS and knowledge of database-driven applications using PHP are preferred skills but not required.
6. Knowledge of paper stock, colors and ability to prepare files for various printing processes.
7. Experience with video creation; production, editing and posting experience highly desirable.
8. Excellent writing, editing and verbal communication skills required.
9. Demonstrated knowledge of pre-production processes for print and other advertising media.
10. In-house design team experience a plus.
11. Ability to juggle multiple priorities, meet deadlines, work under defined financial and design limits to produce quality material.
12. Knowledge of and proficiency in Facebook, Twitter, Instagram, Pinterest, YouTube and more.
13. Understanding of video editing software a plus (e.g., Final Cut, Avid, iMovie).
14. Ability to combine creativity with strategic thinking and effective project management.
15. Knowledge of the Seattle Southside destination and surrounding area.
16. Portfolio demonstrating creative excellence in a variety of formats and media.
17. Demonstrated design, typography and layout skills including in-depth knowledge of photo sizing, scanning, cropping and color correcting processes.
18. Familiarity with postal regulations that impact direct mail design.
19. Ability to create web-ready graphics for e-marketing and website.