



Graphic Design Manager

Join the team at Visit Huntington Beach, one of the Orange County Business Council's 2023 Best Places to Work in the OC!

The Company: Visit Huntington Beach (VHB) is the official destination marketing organization for Huntington Beach, CA. A 501(c)(6) non-profit organization, its mission is to support and advocate for the economic vitality and quality of life for the Huntington Beach community through inspirational destination marketing and brand management. Its programs include marketing, public relations, group sales, visitor and partner services, advocacy, and tourism development.

VHB embodies a community-focused spirit of service that is proactive and strategic. It places an emphasis on teamwork; staff engagement and commitment; diversity, equity, and inclusion; professional development and accountability; community support; and sustainability. The small, but mighty, staff represents the best of Huntington Beach at a professional, high-quality, laid-back luxury level.

The Position: The position of Graphic Design Manager will be responsible for collaborating and strategizing with multiple teams on a wide range of digital and print materials, taking ideas from concepts and converting them into final deliverables that connect and maintain consistent brand presentation across all VHB departments. The Graphic Design Manager will lead projects while demonstrating a thorough understanding of graphic design as it relates to branding and marketing to visualize and develop innovative work that meets business goals under the direction of the Chief Marketing Officer.

Submission of a current, online portfolio showcasing samples of work that is relative to the position for VHB to review will be required.

Responsibilities:

- Build PowerPoint presentations for projects and initiatives;
- Design and create custom graphs, charts, and infographics for reports;
- Develop and manage webpages that align with brand guidelines;
- Design and develop display advertising banners that align with project objectives;
- Curate engaging e-newsletters that ensure compliance with email marketing objectives;
- Create and develop short-form videos for YouTube, TikTok, and Reels;
- Create and design VHB branded collateral materials, retail and merchandise;
- Create print advertising materials such as brochures, one-sheets, reports and more;
- Design for non-traditional material such as pop-up tents, surfboards, signage, and OOH advertising;



- Collaborate with publisher and VHB marketing team on annual Visitor Guide;
- Ensure clean and organized file preparation when adding layers, image linking, and using file naming conventions;
- Maintain the Surf City USA® Brand Style Guide;
- Create, edit, optimize, and reformat new and existing image, video, and design files;
- Properly package final files and projects for production; and
- Update and maintain internal databases for designs, photography, and video.

Qualifications:

- A Bachelor's degree in Fine Art, Graphic Design, Marketing, or similar degree is required;
- Three (3) years or more experience in professional graphic design, preferably with a creative or marketing agency; and
- Two (2) years of hospitality/tourism and marketing, including internships, a plus.

Behavioral Competencies:

- Quality of Work - Exceptional attention to detail, organizational, analytical, and time management skills.
- Resourceful and Adaptable - Multi-tasks and prioritizes in a fast-paced work environment. Excellent problem-solving skills.
- Excellent Communication Skills - Communicates clearly, concisely, and openly in all interactions.
- Customer Focus - Effectively deals with internal and external customers, with high levels of patience, tact, and diplomacy.
- Discernment - Ability to exercise sound judgment in decision-making.
- Self-Improvement - Must be self-directed, motivated, collaborative, and demonstrate intuitive customer service and interpersonal skills.

Compensation & Benefits:

- Market competitive salary;
- Health, Vision, and Dental Insurance;
- Flexible Spending Account (FSA);
- Retirement Plan with employer contribution and Life & Disability Insurance benefits;
- Paid Time Off, Vacation, and Holidays;
- Flexible schedule; and
- Modern, professional, Surf City USA® lifestyle office environment with standing desks and kitchen stocked with beverages and snacks.



Job Type:

- Exempt

Salary Range:

- Salary \$70k - \$80k