



Visit Syracuse

109 S. Warren St., Suite 10, Syracuse, NY 13202

www.VisitSyracuse.com

JOB DESCRIPTION

JOB TITLE: Marketing & Design Specialist
DEPARTMENT: Marketing/ Full-time Salaried Exempt
SUPERVISOR: Vice President of Marketing

SUMMARY: Work as part of a marketing team that delivers the message of the Greater Syracuse area as a convention, meeting, special event, and leisure visitor destination.

The Marketing & Design Specialist is primarily responsible for creating visually appealing and effective graphic designs across various mediums. This will involve working with the team to foster, develop and grow distinct marketing initiatives, translating concepts and ideas into compelling visual assets. From digital to print, your content and designs will play a crucial role in communicating messages, enhancing brand identity, and engaging multiple and diverse audiences.

ESSENTIAL DUTIES & RESPOSIBIITIES INCLUDE THE FOLLOWING: (Additional duties may be assigned.)

Design Creation:

- Develop high-quality digital and print graphic designs for (but not limited to) the Visit Syracuse Visitors Guide, website visuals, advertisements, brochures, sales collateral, social media graphics, posters, logos, and branding materials.

Creative Collaboration:

- Brainstorm ideas, provide design expertise, and contribute to the overall creative process including editorial content by actively participating in meetings and discussions to share insights and offer input.

Conceptualization:

- Work closely with the team to understand project requirements, objectives, and target audience demographics. Translate concepts and ideas into visually appealing design solutions that align with brand guidelines and objectives.

Project Management:

- Manage multiple design projects simultaneously, ensuring timely delivery and high-quality output. Prioritize tasks, meet deadlines, and communicate effectively with team members and stakeholders to ensure alignment and satisfaction.

Research and Trends:

- Stay up to date with industry trends, design tools, and emerging technologies. Monitor competitor designs, market trends, and consumer preferences to provide informed design decisions and maintain a competitive edge.

Quality Assurance:

- Conduct thorough quality checks on all design deliverables to ensure accuracy, consistency, and adherence to project specifications. Maintain and evolve visual identity standards, ensuring brand integrity and recognition in all designs. Address feedback and revisions promptly to meet team and stakeholder expectations.

REQUIREMENTS:

- Overall appreciation and passion for the appeal of Syracuse and Central New York (Onondaga County in particular) as a convention, meeting, special event, and visitor destination.
- Bachelor's Degree in Graphic Design, Visual Communication, (or related field) and/or proven equivalent experience, with a dedicated portfolio of diverse design projects.
- Knowledge of print production processes and digital design best practices.
- Knowledge of web design principles and experience designing for digital platforms.
- Effective and credible communication skills for engaging with a variety of audiences including industry stakeholders, partners, and VS team members.
- Intuitive, flexible, and self-motivated with the ability to work independently or on a team, manage multiple projects, and meet deadlines.
- Proficiency in graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) Familiarization with video editing a plus.
- Detail-oriented with a keen eye for aesthetics and design excellence.
- Must be willing to travel, and sometimes work non-traditional hours.
- Genuine, approachable, friendly, and fun.
- Knowledge of Visit Syracuse operations, policies, and objectives is helpful but not required as long as there is a strong willingness to learn. Modern office practices and procedures; command of the English language, including grammar, spelling, punctuation, and vocabulary; knowledge of principles and techniques of writing, communications skills, tactfulness, and well-organized planning skills are all required. Some knowledge of the local hospitality industry would be helpful.

As the Visit Syracuse Marketing & Design Specialist, you will have the opportunity to collaborate with talented professionals, contribute to exciting projects, and showcase your passion for Syracuse, Onondaga County and Central New York. Apply now to be part of our dynamic and innovative team!

Send resume & cover letter, along with two references to:

Carol Eaton

SVP / Vice President of Marketing

CEaton@VisitSyracuse.com

Subject Line: Marketing & Design Specialist

- Requirements are subject to possible modification to reasonably accommodate individuals with disabilities.
- This job description in no way states or implies that these are the only duties to be performed by the employee(s) occupying this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor.
- The company reserves the right to add to or revise an employee's job duties at its sole discretion.