

**Arlington Convention & Visitors Bureau  
Multimedia Designer I  
Job Description**

**Exempt (Y/N):** Yes  
**DEPARTMENT:** Marketing  
**SUPERVISOR:** VP of Marketing  
**PREPARED BY:** VP of Marketing  
**DATE:** 4.1.2025  
**APPROVED BY:** Human Resources

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**SUMMARY:** Under the direction of the Vice President of Marketing and overseen by the Project Manager, this role is responsible for assets that reflect branding for the business and help integrate the strategic marketing plan by being the primary in-house designer for the Arlington Convention & Visitors Bureau (ACVB). The Multimedia Designer I will oversee creating both traditional and digital creative deliverables to market the destination, including but not limited to print and digital ads, video assets, logos, brochures, flyers, email development & design, website landing page development, etc. The position requires the ability to understand the specific brands of the Arlington CVB.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Comply with the ACVB's employee handbook.
- Achieve annual individual performance measures that are created in concert with the Vice President of Marketing.
- Understand the Marketing Strategic Plan and additional marketing and communications strategies to effectively promote and market our destination.
- Direct the creative vision for brand projects, ensuring outcomes are visually stunning and strategically aligned with our brand strategy and target audiences.
- Work with the Vice President of Marketing and Marketing Department in conceptualizing, creating, and overseeing high-quality graphics, videos, illustrations, and layouts for traditional and digital efforts.
- Create effective ads, digital designs, video assets, logos, emails and collateral that reflect strategic branding, staying current with design trends, technology, tools, and best practices. Prioritize attention to detail from concept to completion, ensuring consistency and quality in all outputs.
- Collaborate closely with marketing, sales, sports and other internal teams to translate concepts into visually engaging designs. Optimize designs and creative for web, social, video, and print, ensuring timely delivery and efficient workflow management.
- Support the marketing team by assisting in the creation, production and implementation of UX/UI design, and various digital components for Arlington CVB websites, email campaigns and social platforms.
- Create, develop, and test emails.
- Work in tandem with the Project Manager to manage deliverables against project plans and timelines, ensuring accountability to outcomes. Prepare final files for digital and print production. Organize and maintain creative assets following department protocols.

- Responsible for the procurement, coordination, and cataloging of photography and videography assets for the organization through Digital Assets Management (DAM) platform; responsibilities include content need identification and user management.
- Develop and maintain brand consistency across all platforms, ensuring alignment with the Arlington CVB brand identity and guidelines.
- Foster strong collaboration with internal teams and external stakeholders, remaining open to feedback to refine designs and messaging for maximum impact.
- Perform other duties and projects, as assigned.
- Commit to fostering the ACVB TEAM first environment and our culture, by following our core values: we own it (commitment), we lead (Strategic), we win (Results-Driven), and we celebrate (Passionate).

#### **QUALIFICATION REQUIREMENTS:**

A minimum of three (3) years of experience at an ad agency, in-house team or related client experience is required. Experience includes laying out publications, designing ads, and conceptualizing and executing graphic design projects. Knowledge of the industry of tourism and hospitality is preferred.

Experience in a design and development environment is required, including creating landing pages, editing pages within a CMS, and working with HTML, CSS, and JavaScript. Additionally, experience in the creative development and execution of emails within a marketing automation platform or through HTML and CSS development is essential.

Professional photography and videography skills, including editing and capturing, are highly valued but not required. Familiarity with Final Cut Pro, and After Effects a plus.

Excellent communication and interpersonal skills are required.

#### **SUPERVISORY RESPONSIBILITIES:**

This position does not supervise.

#### **COMPUTER RELATED SKILLS / EXPERIENCE:**

Proficiency in the use of Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Lightroom, etc.). Experience with asset management tools, practices, and workflows for archiving.

Proficient in WordPress, HTML, CSS, JavaScript, other web software, MS Office products, and Monday.com

#### **EDUCATION AND/OR EXPERIENCE:**

A bachelor's degree in Graphic Design, Visual Arts, Fine Arts, or a closely related field is required, along with three (3) years of relevant and progressive marketing experience. Advanced knowledge of marketing production, offset and digital printing, print specifications, page layout, and publishing procedures and standards is essential.

#### **CERTIFICATES, LICENSES, REGISTRATIONS:**

This employee must possess a valid Texas Operator's (Driver) License, Class C, to travel to and from local meetings. Some company travel throughout the U.S. is required for conferences and meetings.

**REASONABLE ACCOMMODATIONS:**

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

**NIGHTS/WEEKENDS:**

The employee will occasionally be required to work nights and weekends for travel, media events, familiarization (FAM) trips, and site visits.

Equal Opportunity Employer