

Studio 78 Platinum Design

Title:	Graphic Design. Digital Media
Department:	Design
FLSA:	Non-Exempt
Immediate Supervisor:	President
Supervises:	No Supervisory Responsibilities

Position Purpose

Create and produce various types of graphic designs, website designs, illustrative materials, digital signage productions, and layouts for an assortment of digital media or print options. Has responsibility of advising and assisting clients with assigned projects. Provides support for internal office projects which may include marketing materials, multimedia presentations and other duties as assigned by management.

Provide assistance when needed with maintaining existing websites.

May need to work closely with clients supporting client care for all products and services of Studio 78. Ensure that client interactions contribute to long term relationships and in accordance with Studio 78's Core Values.

Responsibilities

Weight
45%

Duties

Digital Signage Productions and Graphic Design

Create digital signage productions as assigned. This may include developing content with the client and assembling various themes or templates using various software to create a production. Assigned projects may be client based or for internal purposes. Schedule production dates and publish production to the studio's digital signage server. Provide ongoing support to the client for interim changes as needed.

Provide design support for various graphic design assignments. This may include design and layout for corporate logos, collateral materials, website layouts, etc. Assignments may be client based or for internal purposes. Responsibilities may include all aspects of production, overseeing printing production and delivery of final product.

25%

Website Design and Maintenance

Provide website design layouts and support for current website projects to align with project details. This may include design and layout for any phase of the Studio 78 website design process. May interact with the client to ensure final website meets project requirements and client expectations.

20%

Content and Inbound Marketing

Create and manage a marketing calendar that attracts qualified leads to company's website, blog posts, whitepapers, reports, infographics, etc. Grow new leads by converting site traffic through calls-to-action, landing pages and lead generation content including offers.

Optimize Studio 78's website's content and our marketing automation and lead nurturing processes through various means such as email and social channels. Analyze statics and data and provide regular reports measuring the outcomes of the campaigns.

Participate in various business development activities, which may include tradeshow, local community events, joint prospective calling, and retention calling on existing clients. Identify opportunities for new sources of clients. Develop content, and present solutions to prospects and clients as opportunities arise.

5%

Research and Development

Responsible for maintaining knowledge and skill level to current industry trends. Advise management when upgrades or enhancements to software are advisable. Identify methods and processes for improvements to existing product lines as well as opportunities to develop complementary products

5%

Other Duties

Contributes to team effort by accomplishing related results as needed and ensure team interactions are in accordance with Studio 78's Core Values. Perform additional duties as assigned by management. Other duties may include basic website maintenance and maintenance of client documentation, proofing of website maintenance, proper utilization and configuration of project management software, and ensuring all data files on PC are properly saved on the server daily. Represents the company with various clients' projects and participates in client meeting/interaction as needed.

Occasional research or training for maintaining knowledge and skill levels for current industry trends.

Accurately track time against internal retainers as requested for office productivity.

job description: graphic design.digital media

Job Qualifications

Education: Must have a minimum of a 2-year degree from a technical college in Graphic Design which includes some multimedia and web training.

Experience: Two years of related work experience is required. A strong background in Adobe CS4 including Photoshop is required.

Competencies

Managing Personal Effectiveness:

Communication Skills – Speaks effectively in individual or group situations; actively listens to what others say; expressed thoughts in a clear, thorough manner. Writes using good grammatical form and appropriate style; expresses ideas in a clear and concise manner.

Building Relationships – Develops effective working relationships within the office and develops professional relationships with clients and business associates outside of the organization.

Team Playing – Willingly collaborates and cooperates with others in the office; possesses effective working relationships with coworkers.

Problem Solving – attempts to solve own work problems in a constructive way; makes decisions that consider alternatives, supervisory direction and time constraints.

Organizing/Planning – handles work in an efficient, systematic way; keeps workstation orderly and arranged logically. Uses sound judgment in prioritizing tasks.

Abilities in the following areas:

Attention to Detail – attends to all important details; notices errors and gaps; double checks own work and corrects errors before submitting.

Confidentiality – safe keeps confidential information. Divulges information only on a need-to-know basis.

Physical Skills:

In performance of duties the following equipment is utilized – calculator, telephone, personal computer, and other various office machines.

Knowledge in the following areas:

Numerical/Math – Knowledge of and ability to apply basic principles of mathematics such as adding, subtracting, percentages, etc.

Office Equipment – Working knowledge of commonly used design and multimedia software. General knowledge of banking products and services.

Personal Computer Skills – Must have working knowledge and experience using a personal computer. Prefer experience in Windows and MS Office. Must demonstrate ability to easily learn a variety of business and multimedia software's.

I have reviewed this position description outlining my position purpose and responsibilities.

Employee Signature

Date

Studio 78 Platinum Design reserves the right to revise or change job duties and responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.