

## **POSITION COMMITMENT**

**TITLE:** GRAPHIC AND WEBSITE DESIGNER

**REPORTS TO:** DIRECTOR OF MARKETING & PUBLIC RELATIONS

**STATUS:** FULL TIME (40 Hours), EXEMPT (Administrative)

The Graphic and Website Designer will work on a wide range of projects assigned by the Director of Marketing and Public Relations including design for print, digital platforms including web, email marketing and social media. The Graphic and Website Designer also provides marketing support to multiple departments which helps each division achieve monthly budgeted goals.

## **RESPONSIBILITIES**

### **Graphics:**

- Excellent typographic skills; must have extensive knowledge of the Adobe Creative Suite (InDesign, Illustrator, and Photoshop)
- Responsible for design work-flow from creation, to posting online, to printing and distributing around the club
- Must have a Marketing mind-set to understand different channels of marketing and be able to design for the ever-changing platforms
- Experience and ease working in WordPress and other website platforms. Ability to size and format photos for the web
- Social Media – Experience designing for and writing for social platforms including, Facebook, Instagram, Twitter and Pinterest. Generate original content and suggest creative ways to attract more customers and promote our brand and programs. Be able to publish and share daily social media content and content that is developed for social media.
- Experience and comfort designing for digital advertising such as Facebook and Instagram
- Comfort with videography for social media and the ability to tell brand stories
- Must work well on multiple projects under pressure in a fast-paced environment to meet deadlines
- Excellent communication skills and openness to feedback required. Must be able to take direction, and work independently, while being a strong team player
- The successful candidate will be passionate about design and will have a strong knowledge of current design trends
- Knowledge of the printing processes and preparing items for vendors is required
- Email marketing – Previous experience with Constant Contact or other email marketing platforms to generate design friendly web content
- Creation of brochures, signage, flyers, banners, posters, logos, advertisements and other marketing materials as directed by Director and/or department managers
- Work closely with the marketing and sales team to develop and create promotional and marketing literature
- Copywriting ability would be an asset as well as the ability self edit
- Participate in the creation, development, and distribution of weekly newsletters
- Photography and video skills a plus
- Organizational skills and the ability to work with deadlines
- Ability to follow a systemized work-flow
- Experience in the health and fitness industry and a personal interest in fitness is a plus

### **General:**

- Meet scheduled deadlines for all assigned projects
- Hours may include early mornings, evenings and weekend hours based on projects
- Keep abreast of design industry trends and Club Greenwood programs
- Carry out facility operations, policies and procedures
- Act as a customer service representative and maintain a positive and professional attitude

- Special projects and duties as requested
- Comply with all applicable membership policies of Club Greenwood
- Comply with all employment policies of JAG Management Group, LLC
- Regular attendance and punctuality for all work shifts assigned is essential for successful job performance
- Attend annual mandatory All-Staff Meetings and attend one-time New Team Member Orientation

## **MISCELLANEOUS**

### **Skills/Certifications/Competencies:**

- Excellent design skills and knowledge of typography
- Good writing, editing and verbal communication skills
- Continuing education in your field – required to stay abreast of the latest in design trends in areas from Photoshop to font styles
- CPR and AED certification required
- Good interpersonal skills and organizational skills
- Able to operate a motor vehicle, possess current auto insurance coverage and an acceptable DMV record or access to reliable transportation

### **Physical Requirements:**

- Demonstrate a healthy lifestyle through maintaining and /or improving a commitment to good health and a priority and integrity for physical fitness (i.e., non-smoker, exercise regularly, etc.)
- Able to lift 45+ pounds
- Seated position for long periods of time at desk, using phone and computer

## **QUALIFICATIONS**

### **Education/Experience:**

- Bachelor's degree in graphic design or related field
- Previous design experience required
- Combination of education and experience that clearly demonstrates an ability to perform the required tasks
- Experience using Social Media Platforms for another company

### **Computer Equipment and Software Skills:**

- Computer/Microsoft Office
- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Social Marketing Applications
- Constant Contact or similar email program
- WordPress and other content management platforms
- Photography and video editing skills a +
- Camera, video camera, copy machine