

## GRAPHIC DESIGN MANAGER

### POSITION SUMMARY

The primary function of the Graphic Design Manager is to manage and execute all graphic projects within the marketing department. This includes full supervision over graphic designers, including management of all work completed by the graphic design team members. The Graphics Manager will oversee all project development, including their own projects, and establish design integrity that is well researched, strategic, planned, brand aligned and consistent with the expectations of both the internal and external customer. The areas of design focus include, but are not limited to, print collateral, advertisement, promotional materials, photography, tradeshow event displays and conceptual direction of theme and experience, as well as web, e-commerce and marketing campaigns in which brand integrity and standards should be aligned, for use by the Company, our suppliers, and our customer base. Additionally, the Graphics Manager is responsible for the request, review and approval of job quotes, including print and digital production, branding, translation services, etc., as well as maintain a project management process and establish an approved vendor group.

### ESSENTIAL FUNCTIONS

- Staff Supervision: Management of creative team members by ensuring alignment of brand standards, as well as helping train and mentor so that growth and use of each designers' talents are used in the most effective manner.
- Art Direction: Conceive and implement concepts with guidance from the customer, brand guidelines and strategies in various creative projects and oversee them to completion.
- Graphic Design: Creation and development of all forms of collateral.
- Project Coordination: Collaborate to obtain research and knowledge, direct and motivate team, and be an essential part of presenting final concepts and presentations to executive management and/or customers.
- Copywriting: Write and design unique and well-crafted copy for marketing or advertising
- Reporting: Generation of weekly status report for creative team
- Print Quoting / Purchasing: Establish approved vendors, quote various print jobs, execute print orders and provide oversight of print production and delivery
- Department Productivity: Maintain oversight of project requests from inception to delivery in a timely and budget conscious manner

### QUALIFICATIONS

- Bachelor's degree in Graphic Design, Fine Arts, Marketing or related field
- Graduate degree in Graphic Communications, Fine Arts or related field or equivalent visual design and management experience preferred
- At least 5 to 10 years management experience working in Graphic Design, Advertising or Marketing fields
- Knowledge of layout, graphic design trade skills, typography, brand integrity, and current market trends
- Ability to make evaluative judgments
- Ability to communicate effectively, both oral and written
- Ability to effectively balance customer needs with design integrity
- Ability to supervise, train and mentor direct reports, including organizing, prioritizing and scheduling work assignments
- Proficient software including Adobe Creative Suite (Photoshop, Illustrator and InDesign), as well as Word, Excel and PowerPoint

### REQUIREMENTS

- Must be able to travel as needed (10%)
- Ability to pass drug test and background verifications
- Must have a valid Driver's License