

JOB DESCRIPTION : SENIOR GRAPHIC DESIGNER

PRIMARY RESPONSIBILITIES:

- Design and produce marketing communications (print and digital) pieces for a wide variety of clients.
- Collaborate with creative team, internal account teams and clients to develop creative solutions and then translate those solutions through a variety of channels.
- With the project manager, is responsible for creating accurate costings and delivering programs within budgets.
- Stay current on industry trends.
- Mentor other designers (staff, freelance, interns, etc.).

KEY ACCOUNTABILITIES:

- Proactively recommend creative communications for marketing proposals.
- Work with internal business partners to ensure that a creative theme is included throughout all presale proposals.
- With the project manager, provide accurate price quotes to meet client budgets while maintaining MotivAction pricing guidelines.
- Attend meetings as assigned.
- Design of marketing communication pieces including overall theme development, individual piece designs, etc.
- Manage production of all print pieces from conception to completion.
- Partner with internal business partners as needed on the development of communications pieces
- Attend press checks as needed.
- Maintain quality check on all pieces.
- Deliver the communication package within the agreed upon budget and timeline.
- Process and approve vendor invoices as needed.
- Follow all department purchasing and delivery policies.
- Creatively seek out new products and maintain cutting edge industry knowledge.

QUALIFICATIONS, SKILLS, EXPERIENCE:

- Four year related degree and a minimum of 5 years design experience in an in-house creative department or design firm.
- Strong creative, organizational, problem solving and time-management skills.
- Adaptable and quick learner. Must be able to apply style guides creatively while upholding brand identity for MotivAction, as well as our multiple clients.
- Expert knowledge of Adobe Creative Suite. Experience with HTML and motion graphics a plus.
- Possess strong conceptual skills, high level sense of design, layout and typography, a broad thinker who is able to offer a variety of design solutions.
- Excellent interpersonal and communication skills. Big egos need not apply.
- Expert knowledge in graphic production process.
- Work well with tight deadlines in a team environment.
- Able to take projects from start to finish with minimal supervision.

REPORTS TO: CHIEF CREATIVE OFFICER