

POSITION DESCRIPTION

Position Title:	Graphic Design/Content Creator	Direct Reports:	None
Department:	Marketing	Classification:	Exempt
Location:	Grand Rapids Office, Remote	Approved Date:	
Reports To:	Director of Marketing	Revision Date:	1/17/2024

Position Summary: At Kingscott, we see graphic design as visual storytelling that engages, informs, and inspires. We're looking for a talented graphic designer and content creator who can take concepts and ideas and create content including visual representations, in both print and electronic media. The ideal candidate will have expert knowledge of current design software and be skilled in every step of the design process, from concept to final deliverable including projects that include creative design as well as proposal layout designs. Collaborating with multiple teams across the company, the graphic designer/content creator should be able to take written or spoken ideas and convert them into a design that connects. The successful candidate will have a thorough understanding of branding, marketing and content creation and be able to find the right style and layout for every project. Must have desire to work collaboratively with the marketing and business development team on overlapping projects, the ability to work well under pressure and tight deadlines, with the possibility of travel and working after hours.

Organizational Values:

Our belief in people leads us to work with project partners that have people at their center. Our company values are:

- Investing in People
- Achieving the Extraordinary
- Serving with Humility
- Finding Fun in Our Work
- Committing Ourselves to Mutual Success
- Fearlessly Exploring
- Striving for Authenticity

Essential Responsibilities:

- Collaborate, brainstorm, and strategize within the marketing team and with teams throughout the company on a wide range of materials and create visually engaging concepts such as proposal packages, presentations, bond campaigns, marketing collateral, digital content, web pages, signage and internal and external communications
- Work on a wide range of projects and media using various software programs to visualize and develop innovative graphic designs that meet business goals

- Work independently as well as collaboratively with marketing team to meet deadlines and stay within budget
- Maintain and organize design files, photos and other marketing collateral
- Manage brand consistency
- Manage the design and uploading process for all project materials
- Manage the printing process for all print materials
- Collaborate with the marketing team and sometimes the client and other project participants to understand project assignment, audience, and intended message
- Prepare drafts of design work and share them with the marketing team or other departments for review and input
- Revise projects as necessary based on collaborative feedback process
- Generate new and original ideas within the parameters of stated objectives
- Must have ability to travel throughout the state of Michigan

Supervision Received:

Specific Direction: Follows established work procedures. Receives periodic checks for performance. Refers unique questions/conditions to immediate supervisor.

Supervisory Responsibilities:

No supervision: No supervisory responsibilities.

Education & Experience:

- Bachelor's degree (or equivalent) in graphic design, art, or related discipline
- 0 – 3 years' experience in graphic design and / or content creation
- Strong writing skills and ability to create compelling content
- Demonstrated creative thinking, design ability, and technical proficiency

Other Knowledge, Skills & Abilities:

- Excellent communication, listening, writing, editing, and proofreading abilities
- Page layout and graphic design capabilities with experience in Canva and the Adobe Creative Suite
- Knowledge of Microsoft Office Suite (Word, Excel, PowerPoint etc.)
- Skilled in usage of social media platforms (LinkedIn, Facebook, Twitter, Instagram, YouTube, etc.)
- Knowledge of WordPress and content management systems
- Photography experience and proficiency with photo-editing software a plus
- Well organized with attention to detail
- Ability to handle multiple projects and meet deadlines

What is in it for you:

- Collaborative environment and ability to work with all levels of the organization
- Variety of work tasks and experiences – no two days will ever be the same
- Opportunity to gain valuable marketing experience and exposure to help us meet needs

Are you interested in being part of a collaborative culture with significant opportunities for professional growth? Apply now!

How to Apply:

- Please send resume and portfolio to Maureen Weatherby at mweatherby@kingscott.com.

Physical Requirements:

Average Daily Physical Requirements	None	Less than 2 hours	2 to 5 hours	More than 5 hours
Work in stationary position				x
Move about work area		x		
Use hands/fingers to handle or feel				x
Reach with hands and arms		x		
Ascend/Descend (stairs/ladder/etc.)		x		
Bend, stoop, kneel, crouch, or crawl		x		
Communicate with various parties			x	
Detect flavors or smells	x			
Move containers up to 30 pounds		x		
Visual acuity				x
Read and understand written word				x
Drive/Travel			x	
Operate computer and general office machines				x
Operate Machines:	x			
Other:				

Environmental Conditions:

Average Daily Environmental Conditions	None	Less than 2 hours	2 to 5 hours	More than 5 hours
Normal office environment: No exposure to extreme heat, cold, noise or chemicals or hazardous equipment.				x
Plant environment: Exposure to dust, oil, various chemicals, and extreme noise.	x			
Warehouse environment: Exposure to extreme temperatures, noise, hazardous equipment, and fumes from trucks.	x			
Travel: Limited exposure to outside elements.		x		
Other:				



This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. The Company reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon the Company's at will employment status.