



Graphic Designer

Overview

The Graphic Designer is responsible for visually relaying the Innsbrook experience to increase awareness, generate leads, enable sales and engage client and visitor interest. Successful candidates must have graphic and digital design experience, a positive attitude, be hardworking and most importantly have a passion for creating compelling content through great design and copy. They must also be concept-oriented, have strong productions skills and be a self-starter.

Responsibilities:

- Ensure brand integrity and consistent messaging across all projects – both digital and print
- Design and manage digital assets, including multiple websites and online advertising
- Design of print collateral, including magazine and newspaper ads, direct mail, flyers, newsletters, emails and brochures
- Writing/copy-editing across different platforms
- Photography and video as needed
- Flexibility to take on additional tasks outside of typical scope as needed

Qualifications:

- Bachelor's degree in Graphic Design, Visual Communications or related field or equivalent professional experience
- Fluent in Adobe Creative Suite, including InDesign, Photoshop, and Illustrator
- Proficient in Microsoft Office, Adobe Premier, Adobe Audition
- CMS/Website Maintenance experience
- Ability to take initiative and juggle multiple projects
- Ability to prioritize and make quick, sound decisions under tight deadlines
- Self-motivated, organized and independent, yet comfortable working in a team environment
- Photography skills a plus
- Infusionsoft or other CRM email marketing experience a plus
- Flexibility to take on additional tasks outside of typical scope