

**JOB TITLE:** Designer  
**DEPARTMENT:** Creative Services  
**REPORTS TO:** Creative Director/Design  
**LOCATION:** Omaha, NE  
**FLSA STATUS:** Exempt  
**DATE PREPARED:** 8/2021

### **OPPORTUNITY**

This unique opportunity at a growing marketing strategy company for a Designer to assist with multiple accounts, and on multiple projects. Project types range from rebranding, social media and website design to traditional advertising mediums (print, outdoor, TV/video, direct mail, display advertising). You will be accountable for the execution of these projects during all phases from creative concept development to final implementation. We know that a designer's focus is on visually communicating the message or concept. There are many types of designers, each with their own specialty.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Work independently and as part of an agency team that includes other designers, writers and account management.
- Concept, style and design all supporting graphics and style guides for client needs across all mediums with a desired emphasis in social media, motion graphics, digital ads and websites
- Ability and desire to pitch design ideas and layouts internally and to the client.
- Participate in campaign/project brainstorm meetings.
- Ability to bring ideas to fruition through design and production of tactics.
- A healthy understanding of production tactics such as printing techniques and final file preparation.
- Prepares work and plans concepts to be accomplished by gathering information and materials.
- Work with account team/creative director/client to meet targeted deadlines and budget parameters.
- Must be able to assist on a project through all phases such as creative concept, creative direction, project management, print management and product management.
- Ability to multi-task in a fast-paced, deadline-driven environment.
- Strong understanding of design, photography, illustration and typographic principles.
- Ability to analyze and evaluate creative concepts in conjunction with marketing strategy and objectives.
- Design and execution of motion graphic videos/social ads

### **QUALIFICATIONS AND EXPERIENCE**

- 3+ years' experience as a designer in any of the following: advertising agency, design studio, motion graphics studio, corporate in-house communications
- Proficient on Mac with mastery of Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Understanding of integrating graphics into web pages.
- Basic understanding of website design, usability, site navigation and planning and user experience.
- Strong interest in all online technologies and developing skills for new technology/design application.
- Demonstrate commitment to quality; detail oriented.
- Good written and oral communications.

- Illustration talents/skills
- Experience creating/execution motion graphics is a plus