

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Graphic Designer

Reports to: Marketing Director/ Vice President

Summary: Visit Bucks County, the official tourism promotion agency for Bucks County, PA is seeking a creative and savvy Graphic Designer to join a forward-thinking, fast-paced marketing and communications team. This visual arts professional is responsible for creatively organizing ideas, images and information to execute advertisements, collateral, etc. aimed at increasing leisure tourism, group tours, meetings/events, weddings and sports tournaments to Bucks County. An ideal candidate is a creative thinker with excellent design skills capable of interpreting the needs of the project manager and executing creative within brand guidelines.

Major Responsibilities:

The responsibilities for this position include, but are not limited to:

- Delivers graphics (digital/print) from concept to execution for all marketing projects, including brand marketing campaign, internal and external marketing graphics and collateral.
- Provides visual assets for VBC's digital and print outlets such as the website, social media, e-newsletters and collateral.
- Handles design for all presentations and organizational materials, including business cards, nametags, letterhead, etc.
- Manages photo shoots and library of photography and marketing images.
- Designs original creative based on requirements and deadlines provided by the Marketing Director and creative agency.
- Provides creative direction that visually informs audience based on staff and agency ideas.
- Creates and produces graphic materials using a range of media, methods and techniques.
- Consistently learns new design methods and mediums to design projects in video, animation, print and web.
- Maintains brand standards for all in-house campaigns.
- Creates and distributes style guide to partners.
- Fulfills art to media buyers, advertising outlets and printers.
- Maintains an organized archive of all past jobs including working files and final files sent to vendors.
- Presents new designs or concepts to the Marketing Director and/or their team that articulates the thought behind the work.
- Manages budgets related to creative and printing.
- Performs other tasks as required.

Requirements:

The successful candidate for this position possesses the following skills and abilities:

- Minimum 3-5 years of experience in graphic design.
- Experience working for a creative or marketing agency is a plus.
- Proficient in InDesign, Photoshop, Illustrator, video editing and production using Final Cut Pro.
- Working knowledge of HTML email, HTML5, CSS3.
- Experience with producing video and graphics for social media.
- Strong creative and editing skills a must.
- Ability to prioritize and handle simultaneous projects with multiple vendors.
- Ability to meet deadlines.
- A sense of humor.

Please send a cover letter, resume and salary requirements to marketing@visitbuckscounty.com.

Use the subject line: **Graphic Designer**. NO PHONE CALLS.

--- Visit Bucks County is the official tourism promotion agency for Bucks County ---

VisitBucksCounty.com