

CREATIVE GENERALIST – GRAPHIC DESIGNER

Richmond, VA

The Virginia Tourism Corporation (VTC) is seeking an experienced Creative Generalist and Graphic Designer to join the Brand department in VTC's Marketing Division. The graphic designer will report to the Sr. Creative Director and support the Brand team. This position will work in a collaborative team environment to effectively develop and deliver creative assets to support the marketing goals and objectives of VTC, which include enhancing the Virginia is for Lovers brand and positioning Virginia as a premier travel destination.

Responsibilities:

This position will work closely with internal marketing team members, VTC staff and industry partners to plan and execute communications and marketing materials to market the state of Virginia. The ideal applicant will have strong graphic design skills and artistic ability in order to translate communication needs into an artistic design.

- Meet and consult with department managers and staff from inception of creative projects in order to determine and assess creative needs and solutions, working through a detailed creative brief process to complete each project.
- Prepare, plan, and execute the design and production of print publications, web and electronic communications, digital ads, print ads, social media graphics, brochures, fliers, posters, tradeshow displays, website graphics, presentation decks, email, videos and a variety of other print and digital materials to support Virginia Tourism Corporation
- Graphic design responsibilities include page layout, typography, digital image manipulation, basic illustration, and prepress file preparation.
- Digital and multimedia design responsibilities include creating email communications, social media graphics, presentations, photographs, videos, and other electronic communications.
- Assist and support the Brand team for photo and video shoots which may include planning, organizing and setting up shoots, capturing photo and video, editing and cataloging assets

Skills:

- Superior project management and organizational skills
- Excellent communication skills, both oral and written
- Familiarity with the creative process, graphic design, and production capabilities
- Ability to handle multiple projects and prioritize deadlines in a fast-paced environment
- Ability to work independently as well as part of a team in a highly collaborative environment
- Collaborative and open-minded with a high degree of enthusiasm and a willingness to deliver results in all circumstances
- Enjoys servicing the needs of internal and external customers and meeting deadlines
- Understands the importance of maintaining consistency in brand standards with experience following logo usage and brand design guidelines.
- Demonstrated experience in a creative or marketing field with image, photography, videography, HTML, WordPress, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premier, Lightroom) preferred

Experience/Education:

- 1-3 years prior experience in design or creative field, marketing/communications
- Ability to interpret and graphically illustrate varied content for a broad range of subjects
- Strong knowledge of graphic design, typography, color, layout, and visual timing
- Knowledge of Virginia's tourism destinations and products preferred, but not required
- Professional portfolio required with examples of previous graphic design and creative work
- BFA in Graphic Design or related field or equivalent work experience preferred
- A valid driver's license is required

Being authorized to work in the U.S. is a precondition of employment. VEDP uses the E-Verify system and does not provide sponsorship.

All candidates must apply through our website <https://www.vatc.org/administration/employment/>. Application deadline: August 26, 2022. Salary minimum: \$50,000.

VEDP is an Equal Opportunity Employer. All applicants are considered for employment without regard to race, sex, color, national origin, religion, sexual orientation, gender identity or expression, age, veteran status, political affiliation, genetics, or against otherwise qualified individuals with disabilities. It is VEDP's intent that its employment and personnel policies and practices conform to all applicable federal, state, and local laws and regulations regarding non-discrimination and affirmative action. Applicants requiring more information or requiring assistance may contact VEDP Human Resources at 1-804-545-5634 or vedphr@VEDP.org. TDD 1-800-828-1120.