



Marketing Designer

Located in Bloomington, MN

General Responsibilities: The Marketing Designer is responsible for designing digital items such as emails, web pages or social media graphics and memes, as well as print items such as direct mail pieces, magazines, flyers, signage and occasional large-scale graphics for tradeshow booths, while bringing fresh ideas to conceiving—and adhere to our visual brand standards.

Specific Operating Responsibilities:

- Design press-efficient catalogs, brochures, samplers, flyers, magazines and postcards
- Design infographics that convey the true sense of researched data, with visuals that make it quickly and easily understandable
- Create mobile-responsive emails within our email client, provide art direction on websites, and landing pages driving the customers to take the action appropriate for the piece
- Assist in creating sales support pieces such as fliers or power point presentation templates
- Take ideas from inception through production—whether a print or digital media
- Create error free files—intuitively understand file requirements for both digital and print spaces
- Build clean, organized files in the correct application that are easily handed off in the necessary format for output
- Collaborate with internal colleagues and vendors while being flexible in a fast-paced environment
- Provide clear, consistent presentation of the Company's visual brand identity and personality

Knowledge and skills:

- Bachelor's degree in marketing, graphic design or related field
- 2–5 years of experience in development, creation and production of digital and print customer-oriented marketing materials to include: print advertising, catalogs, packaging, brochures, trade show signage, social media memes, infographics, corporate materials, emails, and web design
- Demonstrated ability to conceptualize creative marketing and promotion design ideas
- Experience working with visual brand management standards required
- Must be proficient in the current versions of Mac OS/Windows, and Microsoft Office
- Advanced knowledge of Adobe CS software; including Photoshop, InDesign, Illustrator
- A go-getter attitude and ability to take and run with concepts
- Team oriented with excellent interpersonal skills, communication and organizational skills and attention to detail
- Pro-active with exceptional creative talent, and a high design aesthetic
- Experience building mobile-responsive emails in an email client, HTML experience a plus
- A great sense of humor and a positive personality a plus

Please send resume, portfolio and cover letter and/or cover video to: humanresources@smp.org