Reports To: Marketing Manager
Department: Marketing

Summary

The Designer will be the source of visually creative representations for TSP, Inc. The Graphic Designer will create graphics for packaging and promotional materials, which include proposals, direct mail pieces, flyers, posters, print and online advertisement, banners, icons, e-newsletters, PowerPoint presentations, website, social media pages, infographics and more.

ESSENTIAL FUNCTIONS

Duties and Responsibilities include but are not limited to:

- Strong page layout skills and ability to quickly review and adjust to meet deadlines.
- Conceptualize and implement design solutions that meet marketing strategies.
- Work with various departments within TSP to design and develop materials according to their needs in a timely manner.
- Develop artwork in a variety of mediums to support various company objectives.
- Supply logos, icons, templates, and graphics in approved formats consistent with branding guidelines on request.
- Prepare work to be accomplished by gathering necessary information and materials, and form concept by studying information and requirements.
- Illustrate concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtain approval of concept by submitting rough layout for approval.
- Prepare finished copy and art by working with clients and vendors for final output such as printing or placement.
- Contact vendors to gather, analyze and recommend competitive prices on best quality materials.
- Contribute to team effort by accomplishing related results as needed.
- Commitment to TSP's core values: Trust, Ethics, Honesty, Responsiveness, Collaboration, and Commitment.
- Champion TSP

KNOWLEDGE, SKILLS AND ABILITIES

To perform the essential functions of this position successfully, an individual should demonstrate the following competencies:

- Strong design and artistic sensibility skills; ability to develop visually attractive artwork and clear, precise materials.
- Creative and flexible, while detail and deadline-oriented.
- Knowledge of design techniques, tools, and principles involved in graphic design.
- Proficient with current versions of Adobe Creative Cloud and familiar with range of other design applications.
- Strong verbal and visual communication skills.
- Knowledge of alternative ways to inform and entertain via written and visual media.
- Develops and maintains current knowledge of new technology and incorporates fresh ideas into their work.
- Knowledge and skills with WordPress and video editing software.
- Works well individually as well as on a team.

QUALIFICATIONS

- Bachelor's Degree in Arts, Graphic Design, or related field preferred
- 2-3 years' graphic design experience; web design experience is a plus.
- Portfolio of successful design projects preferred.

WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

This position operates in an office environment, regularly working in indoor conditions and on a computer. The noise level is usually moderate. While performing the duties of this job, the employee is regularly required to sit, interact collaboratively with the team and stakeholders, and communicate via phone. The employee is occasionally required to stand and walk and must occasionally lift and/or move up to 20 pounds. Occasion travel is requested.