



DESIGN | BUILD | DEVELOP

Report To: Director of Marketing
Status: Exempt, 45 hours weekly

Graphic Designer

The Graphic Designer is a key member of the marketing team who champions all visual aspects of the brand for Ghidorzi Design | Build | Develop and keeps our company on the forefront of all creative design trends and technology.

Responsibilities

- Govern all visual brand standards for Ghidorzi Design | Build | Develop, including Ghidorzi Hotel Group and each of our Marriott and Hilton properties.
- Oversee the visual aspects of our web presence for all company entities, including official company websites, third-party websites that feature company entities and social media. Develop the design of new websites as needed. Ensure that graphics are consistently updated and refreshed.
- Work with marketing team to produce all visual aspects of marketing campaigns, programs and events to promote brand(s).
- Assist in presentation visuals for new business presentations and other meetings.
- Create and produce proposal responses for RFPs and new business opportunities.
- Create and produce marketing collateral to support the sales and operational needs of Ghidorzi Hotel Group.
- Create and maintain inventory of property management sell sheets in desktop version and online, making content changes and refreshing overall design as needed.
- Support the Design Build team with exterior and interior signage and environmental graphics as needed in client and company owned tenant spaces.
- Collaborate frequently with marketing colleagues to problem solve and identify creative solutions for micro and macro challenges that surface.
- Manage the company's architectural photography, utilizing third party photographers and/or serving as photographer. Ensure timely photography of new spaces. Refresh photography of existing spaces as needed.
- Prepare and execute design elements for corporate gifts.
- Provide design and logo placement expertise for company apparel.
- Hire and manage performance of vendors as needed to achieve responsibilities.
- Maintain an organized file structure for digital files and all marketing-related collateral.
- Work independently while seeking approvals and buy-in of Marketing Director as needed.
- Other duties as needed.

Qualifications

- Minimum of a Bachelor of Arts Degree in Graphic Design.
- Minimum of three to five years of graphic design experience, preferably in a business environment. Candidates with longer tenure are also encouraged to apply.
- High technology aptitude in Adobe Creative Suite in Photoshop, Illustrator and InDesign, WordPress and various web interfaces. Proficiency in the Microsoft Office Suite is also required.
- High technical aptitude in printers and printing mechanisms.
- Understanding of professional photo composition and the ability to edit photography to a professional standard.
- Advanced project management skills.
- Ability to meet deadlines with extreme attention to detail.
- Ability to communicate with authority and in a concise manner to mobilize action and gain buy-in from a variety of personalities at all levels of an organization.