



Graphic Designer

JOB SUMMARY:

- The Graphic Designer is charged with the print and digital design messaging for the company, delivering innovative multiplatform content for the full spectrum of MaxxSouth Broadband products, clients and partners.
- The Graphic Designer follows the creative process of the Director of Marketing by overseeing illustrations, print, and digital work. The Graphic Designer is responsible for effectively communicating the creative print and digital strategy to Director of Marketing and Marketing team.
- The Graphic Designer reports to the Director of Marketing.
- The Graphic Designer routinely interfaces with Marketing, Ad Sales, IT, Community Affairs, MSS, and external vendors, contractors and suppliers.

ESSENTIAL JOB FUNCTIONS:

The Graphic Designer is accountable for the following functions for MaxxSouth Broadband:

- Concepting and developing all of MaxxSouth Broadband print, digital, and other marketing materials through the effective execution of the creative process;
- Participating in and influencing the creative development of various projects;
- Overseeing the print and digital creative infrastructure;
- Researching and producing concept art for design, development and presentations;
- Collaborating with key production disciplines to ensure that the strategic messaging is effectively woven into the overall project;
- Assisting with creative direction to marketing team and vendors in the field;
- Staying current with design research and development efforts within the industry;
- Establishing, building and maintaining solid relationships with key local advertising clients and supporting MaxxSouth departments;
- Following and enforcing the Company's policies and procedures, including the EEO guidelines and safety, at all times;
- Performing any miscellaneous duties assigned by Director of Marketing as needed.

JOB REQUIREMENTS

Education and Experience

- Bachelor's or Associate degree in Fine Arts, Graphic Design, VCT, or a related field – required
- 3+ years of related creative experience, including evolving and pushing design concepts across all mediums (video, audio, broadcast, digital, print, billboard, social, direct.) – preferred
- Technical/Software experience:
 - Proficiency with Microsoft Office products, Word and Excel– required
 - Strong knowledge of Apple OS – required
 - Adobe Creative Suite (Illustrator, Photoshop, InDesign) – required
- A strong knowledge of the cable industry, local advertising and the creative process – preferred