

# WICT Rocky Mountain

## Graphic Design Duties and Responsibilities

### Job Brief:

We are looking for a zealous Graphic Designer to support the WICT Rocky Mountain Marcom team, our organization and its mission. Our Graphic Designer should be passionate about Brand, Brand compliance, Marketing Communications excellence and our mission to prioritize member recruitment AND member experience (value).

This is a volunteer position.

**Expected weekly commitment: 2+ hours per week. May be more prior to signature events or times we have multiple projects in flight.**

### General:

- Utilize WICT RM Brand guidelines and templates to create web banners, social media creative, emails (Constant Contact), signage and flyers as needed.
- Support Marcom team in organizing various projects, including signature events, other events and programs.

### Job Duties:

This work will be a critical factor for the smooth operation of the Marcom team and the attainment of its goals, as well as for the long-term growth of the organization.

### Responsibilities:

- Undertake sometimes daily design tasks to maintain branding on all promotional needs
- Support Marcom team and the Board in promoting various projects
- Support member, participant and attendee marketing research for the evaluation of our programs and events in order to gauge value and experience. This may include helping to set up surveys and questionnaires in our email platform –Constant Contact
- Support marketing and programming with design consultations, idea submissions and creativity
- Update existing web banners and social posts to meet current brand guidelines for re-use
- Assist in the organizing of events (signature, meetups, webinars, etc.) and attend as many as feasible to facilitate their success
- Support the preparation of presentations
- Learn and understand Marcom platforms - website (WordPress), social media accounts (Hootsuite), and marketing automation platform (Constant Contact) in order to understand asset requirements and needs.

- Support the creation of marketing literature (brochures, press releases etc.) to augment the organization's presence in the region and industry.
- Communicate directly with members and Board members and encourage trusting relationships
- Interact with Marketing/Ad agency.
- Attend Marcom meetings.
- When possible, attend quarterly Board meetings.

## Marketing Administrator Skills

The Marketing Graphic Designer should be a creative individual with fantastic interpersonal skills. He or she must be reliable and enjoy challenging and sometimes fast-paced work. Being extremely motivated and having strong leadership skills is also important.

### **Core skills:**

- Market research practices and techniques
- Proficiency with programs, such as PhotoShop, InDesign and other Adobe suite software
- Budget and cost analysis experience
- Knowledge of social media / digital platforms
- Graphic design experience
- Experience with customer relationship management software (CRM) helpful.
- Agency management