



Digital Graphic Designer

Department: Projects

FLSA Status: Hourly

Work Schedule: Remote Work

Rate:

Job Status: Part-time

Reports To: Director of Client Experience

Positions Supervised: None

POSITION SUMMARY

At GreenCup Digital, the Graphic Designer utilizes their exceptional skills in creating visual text and imagery to communicate ideas that inspire, inform, or captivate key audiences. They create graphics optimized to fit our clients preferred social channels and digital marketing platforms. The Graphic Designer works with the GreenCup Digital team to produce creatively distinct content while staying within our client's campaign focus and overall brand guidelines.

ESSENTIAL FUNCTIONS

- Collaborates with Social Media Specialist on brand voice and tone to develop seamless art/copy creative output designed for social media and digital marketing applications.
- Content ideation to support brand communication priorities.
- Understand and replicate all of our client's brand guidelines across a variety of tactical executions.
- Continuously improve design, content ideas, and executions by working with the team on analyzing data/metrics, social listening, and insights.
- Constantly analyze clients' and competitors' social media efforts and integrate improvement opportunities.
- Leverage user-generated content as well as influencer-guided content as part of ongoing strategies and executions.
- Propose real-time content based on trending social media conversations.
- Stay up to date on the latest pop culture, social media, and digital marketing trends and be able to apply them to our client's brands.
- Collaboratively ideate and design digital client campaigns with other team members at GreenCup Digital.

POSITION QUALIFICATIONS

- At least one year of Graphic Design experience or related digital marketing agency experience – Required
- Strong understanding of design best practices, including typography, layout, photo editing, and compositing
- Proficiency in editing software, such as Adobe Creative Suite: Photoshop, Illustrator, and InDesign.
- Strong knowledge of social media and email marketing platforms – Required
- Ability to simultaneously work on dozens of design tasks related to multiple projects while meeting strict deadlines with excellence
- Experience participating in client meetings and managing expectations in a digital marketing agency or related environment
- Possess honesty, maturity, emotional control, and the ability to maintain confidentiality.
- Possess organizational and communication skills, self-motivation, and creativity alongside high levels of attention to detail.

I agree to assume the above listed responsibilities. I meet the essential job requirements as listed on the attached sheet, with or without accommodation. If accommodation is needed, it shall be agreed to in writing.

Applicant Signature: _____

Date: _____

HR and Management have reviewed this job description to ensure that essential functions have been included. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by team leaders as deemed appropriate.