

## Senior Graphic Designer

---

### Statement of Duties

We are seeking an experienced, visually talented individual to join our company as a Senior Graphic Designer. As part of our marketing team, you will create a wide variety of graphic assets for use in everything from social media to print advertising. You will develop new visual concepts within our existing visual framework, work with key stakeholders and executive leadership to ensure broad alignment and create assets for use in various media and contexts.

### Position Functions

*The essential functions and duties listed below are intended only as illustration of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if work is similar, related, or a logical assignment to the position.*

### Essential Functions

#### Social Media

- Manage Visit Rhode Island corporate social media channels, posting, sourcing user generated content, develop a calendar of evergreen social content across LinkedIn, Twitter, Facebook, TikTok, and Instagram and more.
- Work with copy editors, the team, and agencies on motion graphics elements involving typography, photography, video, and animation.
- Perform active community listing and management
- Provide ongoing reporting of social media analytics & measurement monthly

#### Collateral Development

- Concepting and creating a wide range of materials including but not limited to event branding, trade show-signage and collateral; eBooks, whitepapers, and PowerPoint presentation; product data sheets, brochures, and advertisements; email campaigns, landing pages, micro-sites, video, and more.
- Update and enforce visual style guides for use by product teams and partners
- Participate in brainstorming sessions with creative professionals in developing visual and content assets for use in various media
- Work with several creative agencies across different industry sectors.
- Other duties as assigned

#### Photography / Video

- Coordinates, implements, and provides direction to agencies, freelancers, and staff
- Processes images: color correction as needed
- Do company headshots as needed

## Key Competencies

- **Written and Verbal Communications:** Writes clear, precise, well-organized documents using appropriate vocabulary, grammar, and diction. Able to interact with and relate to others in empathetic and objective manners.
- **Organization:** Ability to complete an array of tasks in an accurate, efficient, and timely manner.
- **Project management:** Ability to juggle the strategic administration of many concurrent efforts with limited staff support.
- **Computer skills:** Excellent computer skills, particularly Adobe Creative Suite programs: Photoshop, Illustrator, InDesign, Premiere, and After Effects
- **Initiative:** Willingness to take on responsibilities and challenges and find ways over, around, or through barriers to success. A bias for action. A results-oriented "doer." A strong desire to achieve.

## Qualifications

A candidate for this position should have a bachelor's degree in graphic design, or a related field, and a minimum of five (5) years of progressively responsible experience in Graphic Design/Creative related roles. Have expert-level abilities with Adobe Suite software and knowledge of user experience and content strategy principles.

---

## Classification

Regular Full Time – 37.5 Hours per Week  
Hourly / Non-Exempt

## Reports to

Creative Director

---

**To be considered for this position, candidates must submit a cover letter along with a professional resume via email to:**

**Rhode Island Commerce Corporation**  
[job.opportunities@commerceri.com](mailto:job.opportunities@commerceri.com)

The Rhode Island Commerce Corporation (the 'Corporation') is an Equal Opportunity Employer. The Corporation does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by applicable law. All employment is decided on the basis of qualifications, merit, and business need. The Corporation will not tolerate discrimination or harassment based on any of these characteristics.