



GRAPHIC DESIGNER

This is a Contract Position

This position performs contract graphic design work to support Visit Lake Norman's key marketing themes and focus areas for Regional Branding and Partnerships; Communications; Media & Print Advertising; Electronic Marketing and Social Media Outlets; and Information Outlets to sell our region as a destination.

Visit Lake Norman is a non-profit organization dedicated to positively impacting our local and regional economies through tourism. We are committed to generating economic benefits for our towns of Cornelius, Davidson, and Huntersville by bringing national and regional events to the area and by marketing our destination to the broadest base of potential visitors possible. Visit Lake Norman is the destination marketing leader of the Lake Norman region, representing all communities through the promotion and development of our resources for the maximum economic benefit of our towns, businesses, and residents.

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

Responsibilities include but not limited to:

- Produce visual solutions, using a mix of creative skills and commercial awareness. Needs imaginative flair, awareness of current fashions in the visual arts, working knowledge of the latest computer packages and an understanding of material costs and time limits, all of which can impact on the design.
- Responsible for designing and producing art and copy layouts for material to be presented by visual communications media such as point-of-sale signage, digital signage, books, promotional materials, manuals, presentation materials, proposal materials, electronic media and packaging while ensuring organization identity is executed, including by external vendors.
- Must have experience meeting prepress requirements and file preparation, ability to create and work within established templates for production literature, and work within given timelines and deadlines.
- Maintain a well-informed, working knowledge of the area attractions, lodging, dining and services available in the area to visitors using a mix of creative skills and commercial awareness for collateral and design development.

Required Skills:

- Bachelors Degree in Graphic Design, Fine Arts or related field. Minimum of 2 years of professional design experience outside of degree obtainment.
- Experience with Adobe Creative Suites (3 or higher) inclusive of InDesign, Illustrator, Photoshop; Adobe Professional, flash software, and must be advanced in Microsoft Office (Word, Publisher, Power Point), familiar with Microsoft Excel in both PC and Mac environments.
- Ability to prioritize projects, maintain high level of communication and interaction, strong organizational skills and exhibit high level of creativity in order to meet tight deadlines; stay within a budget; and produce accurate and high quality work. Ability to work independently and in a fast-paced environment and learn quickly.
- Effectively present ideas—both verbally and visually using effective written and verbal communication skills are critical. Strong communication skills and professionalism are required for working with Marketing Manager and team members as well as those outside the organization, and with outside vendors.
- Artistic ability and creativity are essential, using knowledge about design elements, such as color and composition; with strong problem solving skills, and loves a good challenge.

Compensation: Contracted position; and salary commensurate with experience, measureable deliverables, and timeliness.

For more information about us visit www.VisitLakeNorman.org. To apply, send your statement of interest, resume, and an electronic media portfolio to:

Visit Lake Norman
Attention: Graphic Designer
19900 West Catawba Avenue, Suite 102
Cornelius, North Carolina 28031
704-987-3300 (phone) • 704-892-5313 (fax)
Email: ashworth@lakenorman.org