

Graphic Designer

This position is responsible for conceptualizing and developing creative directions that visually convey strategic marketing objectives while reinforcing and adhering to the Mercola brand and brand guidelines. The position will create innovative designs across the mediums of web, email, display advertising, and print.

RESPONSIBILITIES:

- Create compelling design projects and manage initiatives from start to finish ensuring that deliverables are creative, on-time, relevant and of high standards.
- Collaborate with Graphic Design Manager and Marketing Manager to review all creative work, ensuring it consistently meets the highest creative standards.
- Create exceptional, high quality, creative materials including banners, direct mail, print advertising, signs, digital messaging and all other design requests to effectively promote Mercola, its employees, products and services while maintaining established image standards.
- Conceptualize and develop innovative designs that support strategic marketing goals while maintaining brand consistency
- Collaborate together with onshore teams (Marketing, IT, Product, Customer Service) to complete design requests
- Communicate with offshore Creative team to complete design projects, adhere to creative standards, and implement stated marketing initiatives.
- Work closely alongside other Designers and Copywriters to coordinate and deliver design deliverables
- Fulfill creative needs for other channels, such as wholesale and practitioner, as needed
- Active participation in marketing staff and cross-functional meetings
- Support marketing team by performing other duties as assigned.

Performed other duties as assigned by Manager.

REQUIREMENTS:

- 4-year degree in design or similar or equivalent years of experience (3-5+years) of graphics/web development and design experience.
- High Level of creativity with a sophisticated sense of brand identity development, typography, applied color, composition, layout and visual hierarchy
- Work in collaboration with a team and handling shifting changes
- Highly organized and detail oriented with proven ability to proof his/her own projects, work under pressure, handle multiple simultaneous projects, and meet deadlines in a fast-paced environment
- Proven creative problem-solving abilities with strong communications skills
- Proven experience in articulating and explain visual approaches

COMPUTER SKILLS:

To perform this job successfully, an individual should have:

- Knowledge of Microsoft Office.
- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Working knowledge of HTML/CSS
- PC & Mac-literate
- Type of minimum of 35 words per minute
- General computer, e-mail and internet knowledge