

THE JOB

ROLES + RESPONSIBILITIES

This Multidisciplinary Designer role will work directly with the Marketing team helping make all visual communications that represent Primally Pure. The role entails designing and developing visual assets across all advertising channels such as email design, print materials, point of sales merchandising, SMS design, and both static and animated social ads. The role requires a mix of highly creative thinking, problem-solving, creative execution, and efficient prioritization. The Graphic Designer reports into the Director of Marketing and works across all Brand team needs, building a cohesive creative output.

We are looking for a self-starter who can execute highly tactically, driving down to the most minute details and who will roll up their sleeves to get stuff done - someone organized but also creative in their approach to solutions that maximize the likelihood of success of the brand.

- Create and design various marketing materials for digital media (email marketing campaigns, web assets, digital ads, and social media)
- Ensure projects are completed with high quality and on-schedule.
- Collaborate and work together with the Marketing Managers (and occasionally with different departments in the company based on their marketing needs)
- Work on multiple projects at once and consistently meet deadlines in a fast-paced environment
- Prioritize and manage multiple projects within design direction and specifications
- Perform photo-retouching and/or photo-manipulation
- Use graphic design software and work with a wide range of media
- Ensure final graphics and layouts are visually appealing and on-brand

IDEAL CANDIDATE CHARACTERISTICS

When we consider the ideal candidate for this role, these are the top qualities that come to mind:

- Excellent communication and listening skills.
- A bachelor's degree in Graphic Design or related field.
- 5+ years of Graphic Design experience.
- Able to work independently on projects and problem solve.
- Strong attention to detail, observation, organizational, and leadership skills.
- In-depth knowledge of graphic design programs and tools.
- Basic knowledge of ui/ux design principles
- Ability to concept, develop, and execute visual assets from start to finish
- Creative thinker with a discerning eye for design and typography
- Eagerness to learn and receive feedback