

## Digital Graphic Designer, Marketing

### POSITION SUMMARY

The Digital Graphic Designer is responsible for concepting, creating, and executing responsive digital designs, including landing pages and HTML emails plus banner ads, infographics, and a variety of other content designs. Applicants must submit a design portfolio or provide samples of previous work.

### CORE EXPECTATIONS

The Digital Graphic Designer must be able to tell a story through compelling visuals while creating a positive user experience through responsive web design. Must be able to adapt to brand style, tone, and standards from design concept to delivery. The ideal candidate can handle multiple projects and shifting priorities, in addition to working well independently or in a team environment.

- Design, code and maintain responsive landing pages and email templates and update existing designs using HTML, CSS and Javascript
- Produce and edit responsive web pages in WordPress while keeping user experience (UX) in mind
- Create clean, captivating and responsive email templates
- Design banner ads for internal and external sites
- Create designs for other content such as white papers, ebooks, infographics, checklists, webinar decks, and more
- Support corporate graphic design needs such as PowerPoint layouts, print media, and more
- Maintain corporate image library
- Adapt to, enforce, and enhance corporate brand standards related to tone/voice
- Provide support for website and customer community administration
- Other core expectations will be defined by your direct supervisor/manager

### CORE COMPETENCIES

- Advanced graphic design skills
- Strong competency in HTML, CSS, Javascript, and PowerPoint design
- Strong understanding of user experience, SEO, and responsive web design

- Mastery of Adobe Creative Suite, including Photoshop, Illustrator, and InDesign. Dreamweaver experience a plus.
- Excellent written and verbal communication skills
- Ability to handle a variety of assignments simultaneously and demonstrate a sense of urgency, when required
- Must exhibit a curious, positive, team-oriented, enthusiastic approach
- Coordinate with multiple internal clients, such as demand generation team, content team, product marketing, sales, product management, and IT (website development)
- Coordinate with outside vendors for corporate collateral and promotional materials as needed

### **EDUCATION/EXPERIENCE**

- Bachelor's Degree required
- Proven ability to write responsive code in HTML, CSS and Javascript required
- WordPress experience required
- MS Office skills, including Word, Excel, PowerPoint, and Outlook
- Experience with digital email marketing platforms a plus
- Experience with video production and/or editing a plus

### **MENTAL/PHYSICAL REQUIREMENTS**

- Ability to sit for long periods of time depending on your position and/or getting up and down through your work shift.
- Frequent alpha/numeric keyboarding.
- Ability to view a computer for a long period of time.

### **WORKING RELATIONSHIPS**

- Report to the Manager, Content & Customer Marketing
- Work closely with the demand generation team, content marketing team, product and partner marketing, and other employees and departments within the company
- Some direct work with prospects, customers and partners

## COMPANY POLICY/PROCEDURES COMPLIANCE

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

## BENEFITS

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture.

## INTERESTED IN THIS OPPORTUNITY?

To apply, click [here!](#)

## ABOUT CALABRIO

Calabrio is a customer engagement software company that provides analytic insights that catalyze growth through customer service contact centers. The Calabrio ONE® software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Every customer interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015).

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