



CORINTHIAN EVENTS

Job Description

POSITION TITLE: Graphic Design & Social Media Manager

UPDATED: June 2019

DEPARTMENT: Client Services & General Operations

REPORTS TO: Partners/General Manager

JOB SUMMARY

The Graphic Design and Social Media Manager at Corinthian Events provides graphic design services to clients of Corinthian Events as well as actively participating in the marketing of the company through active posting on social media platforms and maintenance of the company website ensuring solid searchability and general web presence. This position will play an active role in maintaining and updating our brand identity in all marketing efforts.

BASE REQUIREMENTS FOR ALL POSITIONS AT CORINTHIAN EVENTS

- The ability to **get along** with others and work with a pleasant and professional manner in a high-energy, fast-paced environment
- Ability to **maintain confidential client information**
- Technical Skills: Microsoft Suite; Word, Excel, PowerPoint, and Outlook, Google Drive and Dropbox (This position requires additional technical skills-see below)
- Knowledge of **operation of office equipment**; i.e. printers, computers, scanner, etc.
- Knowledge of **basic math**; addition, subtraction, multiplication and division
- Able to work in the main office Monday through Friday 9am – 5pm and **outside that time**, including weekends, if meeting with clients or event schedules dictate
- Has access to daily transportation and must possess a **valid driver's license** and acceptable driving record
- Dress appropriately with **business professional attire** to business casual
- Be **efficient and clear** with daily e-mail, phone and in-person communication
- Excel at **time management**. Have strong **customer service & organizational skills**.
- Possess high **attention to detail**
- **Positive & professional** attitude/demeanor at all times
- Show **initiative & ability to work independently** in a fast-pace environment
- Conduct all business matters **fairly, honestly and ethically** and with the utmost professionalism

- Assist with marketing effort by the company and **upholding the company brand**
- Work with all levels within the office to **support and implement company goals and strategies to support business development**
- Assist in **providing** all employees who work for the company, clients, visitors and vendors at the events, **a safe work environment**. Teach and enforce safe work practices required by Corinthian Events

GRAPHIC DESIGN FUNCTIONS

- **Responsible for designing visual assets** for our clients and our company
- **Present Design Concepts**- must be able to clearly communicate in both technical and layman terms on how your design concept accomplishes the goal you have been tasked with accomplishing
- **Adjust Concepts Based on Feedback**-ability to take ideas and direction from many sources and incorporate them into a single cohesive design
- **Ensure Brand Consistency**- that visual assets across all media are consistent with established style guidelines for our client's brand and Corinthian Events' brand
- **Responsible for client communication** that is thorough, clear, timely and concise
- Responsible for **quality control** on jobs and programs you are involved in by proofreading work, reviewing contracts prior to signature by Partner; quality control should extend to the final produced product through inspection delivered assets
- **Responsible to accurately price** print assets being proposed to clients

SOCIAL MEDIA MANAGEMENT

- Develop Social Media Strategy to achieve company marketing goals
- Identify social media trends and adjust strategy when necessary
- Manage social media platforms; create timely, creative and engaging content, engage with our followers, interact with local and national event community as well as clients and potential clients
- Create methods for finding and saving online customer reviews and press
- Analyze the long-term needs of the company's social media strategy and offer quarterly reports to the management.

NECESSARY KNOWLEDGE, SKILLS AND ABILITIES

- Bachelor's Degree or higher
- Minimum of four (4) years professional experience
- Creative Cloud; Photoshop, Illustrator, InDesign
- Bonus skills include FileMaker, Social Tables, Cvent
- Website design and management (Bonus skill: SEO Management)
- Social media marketing & management
- Email marketing campaigns
- Creation of company collateral; business cards, literature sheets, brochures, etc.

- Experience working with local printers to print and online printers to produce banners, posters, and other large scape graphics
- Creation of print and digital ads
- Experience with PowerPoint/Prezi or other presentation software

VALUES

This employee must espouse, demonstrate and portray the following company values in the course of performing their job duties:

- ***Love It*** - Love what you do. Be committed to our company and our team. Be motivated and dedicated to our growth and success
- ***Do the Right Thing*** - Be honest and trustworthy at all times
- ***Play Nice*** - Be humble, fun loving, supportive and a respectful team player.
- ***Own It*** - Be accountable, collaborative and efficient strategic thinking who takes initiative and gets it done!
- ***Be Smart*** - Know the details, listen well, present yourself well, tell it like it is, deliver though service, respect your vendors and manage your time well.

WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS

Majority of duties performed in administrative office setting. Must be able to lift at least 50 lbs.; periodic walking or standing. Some travel may be necessary to visit client events and complete errands.

Note: This job description in no way states or implies that these are the only duties to be performed by this employee. The employee will be required to perform all additional assignments as required. S/he will be required to follow any other instructions and to perform any other duties requested by his or her supervisor. It is expected that the employee will work with others in the organization in a spirit of cooperation and treat each individual with respect and dignity at all times.