



Senior Graphic Designer

SUMMARY

Meld Marketing is based in Coralville, Iowa, and we have an opening for a Senior Graphic Designer. Meld is a full-service, strategy-first marketing agency. We offer a fast-paced collaborative environment that brings equal parts strategy and creativity to what we do—whether it is developing or refreshing brands, reaching audiences through social media, advertising to target customers, generating websites, or building and executing marketing plans for our clients.

We are looking for a highly motivated and talented designer to join our team! The candidate's primary role is to develop, execute, and continually elevate the visual representations of client brands across multiple industries. This includes leading and engaging in strategic, conceptual brand development and then carrying that brand through to execution across multiple creative channels for clients. We are looking for someone with a proven track record of building and refreshing brands who can be a hands-on contributor within the agency. Meld is proud to offer a work environment and benefits package for our employees that's among the best in Iowa.

REPORTS TO: VP of Strategic Marketing

KEY RESPONSIBILITIES

- Utilizing insights and research from our client discovery process, design original, comprehensive visual brand identities (logo, font, photography style, etc) for clients
- Ability to generate compelling and properly formatted/sized visual content for different social media platforms
- Adept at creating smart, compelling campaigns (digital and print) from concept through execution across a wide array of integrated branding touchpoints/media/channels
- Ability to understand and identify key strategic issues, develop creative solutions, and interpret creative direction to team and clients
- Able to quickly and easily shift between client projects with various audiences—some of which may require more creative design focus, and others which may require a production mentality with the brand guidelines in mind
- Experience leading client creative presentations
- Help lead, set and work within budgets and deadlines
- Lead, develop, oversee, and attend photo/video shoots and provide consult on end deliverables
- Partner closely and effectively with outside agency collaborators and vendors



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- Assist team in all aspects of execution of projects and work closely with other creative team members, including other designers, web developers, writers, and strategists
- Provide guidance and mentoring for other members of the creative team and interns
- Provide quality control checks (visual) for client deliverables (slides, documents, etc)
- Direct and supervise print-proofing and press-check approvals
- Share thought leadership by authoring blogs for the Meld Marketing website
- Oversee and manage the Meld Marketing brand integrity
- Participate in client discovery efforts, research, and report development (as requested)
- Assist with proposal development and client presentations (as requested)
- Execute additional tasks and responsibilities (as assigned) related to both client work and internal projects/efforts

MELD MARKETING STAFF EXPECTATIONS

- Love what you do, have a great attitude
- Be strategic in thinking, while understanding when to think tactically or operationally
- Have a strong passion for our mission, excitement for our clients, and a creative heart
- Demonstrate strong judgment, organizational and multitasking skills, working well under pressure, and able to make decisions independently
- Be a good, caring person (friendly, helpful, considerate, and community-minded)
- Strong work ethic and ability to work in-office during stated working hours
- Maintain a professional appearance and manner
- Complete assignments in a timely manner and by stated deadlines, which may require work outside of standard office hours during peak periods
- Be a team player and help colleagues with their workloads during peak periods
- Pay attention to details and overall quality/accuracy
- Be curious (ask questions and seek answers)
- Be able to easily shift from one project (and client) to the next while considering the differences in the client brand and audience
- Communicate with colleagues and clients in a clear and effective manner
- Follow and understand emerging marketing trends, considering how these trends can impact or benefit our clients or Meld Marketing
- Utilize Google Suite systems and platforms for communication and file storage
- Properly name and store all project files and materials in relevant client folders



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- Be a self-starter who will take initiative to lead efforts
- Be trustworthy and dependable
- Meet hours and billable percentage, while not exceeding client budgets without approvals
- Regularly identify ways to increase efficiencies and productivity (process improvement, cost savings, etc)
- Demonstrate excellent critical thinking/problem solving skills
- Embrace and support change initiatives within the organization
- Monitor and measure the impact of your work
- Have reliable transportation to/from work and client meetings (as requested)
- Meld is a bring-your-own-technology company that provides a one-time technology stipend

REQUIRED QUALIFICATIONS (MUST-HAVES)

REQUIREMENTS:

- **7+ years experience in Advertising Agency/Design Studio/Branding Firm**
- Have generated **at least five comprehensive brand identities** that were fully implemented by clients
- **Established digital portfolio** that showcases integrated social media campaigns and your strategic creative thinking as well
- Experience working **in a variety of social and digital platforms** with strong understanding of best practice image sizing and specifications
- Ability to **quickly respond to production design requests** while maintaining high quality/accuracy
- Proven track record of utilizing **best design principles and typography**, coupled with strong **conceptual design skills**
- Advanced knowledge of strategy and design development of **printed and digital pieces**
- Excellent **verbal and written communication skills**
- Expert knowledge of **Adobe Creative Suite products**
- Bachelor's degree or higher in **graphic design, visual arts, or fine arts** preferred

CAREER ADVANCEMENT

- The next step in career advancement for this position would be Art Director.



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HOW TO APPLY

Please email your submission package to careers@thinkmeld.com including:

- A **cover letter** outlining your previous work experience relevant to this position
- A **resume** including your skill sets and capabilities (both applicable to this position and other factors to consider)
- A **link to your digital portfolio**, which should include at least five examples of fully-built brands which were generated for customers, and examples of your creative work utilized for different social media and digital platforms

Meld is an equal opportunity employer and does not discriminate based upon race, color, religion, sexual orientation, gender identity, national origin, disability, age, or genetic information.