



Graphics & Communications Specialist

POSITION TITLE: Graphics & Communications Specialist

POSITION CLASSIFICATION: Full time/Salary

POSITION OVERVIEW:

The Graphics & Communications Specialist will play a key role in creating compelling visual content and will oversee all phases of production for both print and digital marketing materials. You will collaborate with team members to ensure cohesive and engaging messaging for both internal and external audiences, help manage Chamber brands across all communications and execute the Chamber's marketing and communications strategy.

REPORTING RELATIONSHIP: Director of Marketing & Communications

KEY RESPONSIBILITIES:

- Manage the Chamber brand, as well as brands for many of its programs and partners including Forward Sioux Falls, Sioux Falls Young Professionals Network and the Sioux Empire Livestock Show.
- Create and maintain collateral and marketing pieces for each Chamber program, including — but not limited to — banners, stationery, plaques/awards, brochures, event materials, postcards, sales packets, programs, signage and advertisements. This includes working with external vendors and printers as needed to ensure high-quality production and distribution.
- Oversee the design and layout of *Chamber News* magazine.
 - Collaborate closely with team members and writers while working under strict deadlines.
 - Responsible for the editorial layout of articles and news stories, as well as designing original graphics, infographics and advertisements while ensuring each issue adheres to a high standard.
- Execute branding and graphics production for large-scale Chamber events.
- Support the social media team by creating a wide array of digital graphics.
 - Build Adobe Express templates that allow team members to make their own custom social media assets while ensuring they stay on brand and on message.
- Maintain various WordPress-based websites, ensuring they are updated, accurate and secure.
- Build, maintain and test email broadcast templates for various Chamber communication purposes.
- Act as the Chamber's photographer at special events as directed. This includes using software to edit, color correct and crop images for print and electronic use as well as helping maintain and organize an updated photo stock library.
- Perform other duties as assigned.

QUALIFICATIONS:

- Post-secondary degree/certification required.
- Experience in graphic design, communications, marketing, journalism or a related field preferred.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Microsoft Office software.
- Solid understanding of visual communication and design principles, especially with regard to social media graphics, basic typographical execution and editorial layout.
- Experience editing/maintaining WordPress websites, producing email broadcasts and working with social media platforms.
- Understanding of print production and how to prepare files and artwork for prepress.
- Strong organizational and project management skills, with the ability to use time effectively, multitask and prioritize work while adhering to strict deadlines.
- Sharp attention to detail and problem-solving skills.
- Excellent communication skills, including verbal and written communication as well as care in approaching interpersonal, team and public-facing interactions.
- Familiarity with video editing tools is a plus.

PHYSICAL REQUIREMENTS:

- Prolonged periods of sitting at a desk and working on a computer, with intermittent walking and climbing stairs.
- Able to lift 20 pounds periodically, while squatting and/or bending.
- Hold a current driver's license.
- Ability to work some early mornings and nights.

TO APPLY Email a letter of interest and resume to gsfcc@siouxfalls.com.