

**POSITION TITLE:** Marketing & Design Specialist

**DEPARTMENT:** Information Technology (IT)

**STATUS:** Non-Exempt

**POSITION SUMMARY:**

Under the direction of the Director of IT, the Marketing & Design Specialist will work with the IT department, as well as the Executive team to plan, create, edit and publish content through multiple marketing and communications channels. The Marketing & Design Specialist will create graphic elements and branding material for the WHA. Primary responsibilities include but are not limited to website design/development, creation of custom graphics, print marketing materials, and maintenance of existing brands and assets. The ability to collaborate with the IT team, management, and other departments will be a critical success factor for this role.

**ESSENTIAL FUNCTIONS:**

1. Maintain corporate identity guidelines for all published materials including templates and graphics.
2. Produce digital creative assets such as banner ad creations for web sites, email template design, custom landing pages, flyers, brochures etc. Manage image and photography library cropping, color touching of images and organize.
3. Coordinate periodic content audits assist with functionality and content issues with all company websites and online marketing endeavors.
4. Continually review web content for freshness and appropriateness, edit content as appropriate or work with internal stakeholders to coordinate updates.
5. Maintain accurate documentation of all components of any e-campaigns including lists, timelines, creative, responses.
6. Produce graphical content with Photoshop, InDesign, Illustrator or other graphical editing software, HTML5 and CSS Copy/edit and proofread web content.
7. Manage and maintain online web forms and custom scripts and all approved social media outlets such as Facebook, Twitter and LinkedIn.
8. Performs other work-related duties as assigned.

**EDUCATION, EXPERIENCE AND SKILLS REQUIRED:**

1. Bachelor's Degree, preferably in graphic design, marketing, or a related field.
2. Two years of professional experience in graphic design, marketing, and website development preferred
3. Knowledge and understanding of
  - a. Design software (Adobe preferred)
  - b. Typography
  - c. Design principles
  - d. Photoshop
  - e. Illustration
  - f. Web site design
4. Strong written and analytical skills and attention to detail.
5. Ability to organize and prioritize work, and to meet deadlines.
6. Ability to be relied upon to be available for work on site and remotely when needed.
7. Highly creative and well-diversified portfolio of design work.