

# STURGIS BUFFALO CHIP®

## CREATIVE DESIGNER

**Start Date:** Immediate      **Hours:** Full Time

**Objective:** Aid in the visual communication of Sturgis Buffalo Chip messages as part of larger department-wide objectives of an award-winning marketing team.

### Specific Duties & Tasks

- Produce high-quality graphic pieces that adhere to brand guidelines, including but not limited to the following:
  - Web Graphics
  - Logos
  - Printed Advertisements
  - Billboards & Signage
  - Maps & Guides
  - Point of Sales Displays
  - Sales Materials
  - Corporate Reports
  - Printed Premiums
  - Branded Merchandise
  - Location Rendering
- Complete requested edits, adhering to company work flow procedure.
- Collaborate with the marketing team to strategize campaigns and to create and implement supporting graphics.
- Manage A to Z new brand campaign production development
  - Conduct visual and messaging market research
  - Produce campaign outlines, mockups, and final pieces
- Work independently to update and deliver graphics for recurring programs.
- Utilize Smartsheet project management software to determine assignments, organize assets and properly manage time.
- Determine appropriate vendors and manage ordering and inventory of printed signage, collateral and merchandise.
- Catalog event photography, complete edits and curate themed galleries.
- Project manage events and campaigns as needed.
- Provide support for Program Managers as needed.
- Provide event execution and Media Crew support as needed.
- Uphold and develop visual standards company-wide.
- Keep up-to-date with the latest design trends by attending workshops, courses, and reading relevant material.

### Qualifications and Skills

- Bachelor's Degree in Graphic Design or related field.
- Proficiency using Adobe Photoshop, Adobe InDesign and Adobe Illustrator.
- Strong written and communication skills.
- Strong organizational skills and attention to detail.
- Strong self-discipline.
- Ability to manage multiple tasks at the same time.
- Ability to budget time efficiently in order to meet deadlines.
- Familiarity with social media platforms.

To apply, submit a cover letter, resume and portfolio to:

Mary Panerio  
[mary.panerio@buffalochip.com](mailto:mary.panerio@buffalochip.com)