SILVR Job Description

POSITION TITLE: **GRAPHIC DESIGNER**
REPORTS TO: Chief Creative Officer
DEPARTMENT: Creative
EXEMPTION STATUS: Salaried Exempt

POSITION SUMMARY

The GRAPHIC DESIGNER is responsible for the design of digital pieces for a wide range of clients. This role can dream up campaign concepts and make them come to life, and make even the smallest social ad bring major impact.

Our designer thrives in out-of-the box thinking, knows the power of a perfectly chosen typeface, and won't rest until every pixel is in its place. As we're a fast-paced agency, you'll need to learn quickly and be flexible, take initiative, and push yourself on both big brand campaigns and small emails with the same level of care and detail.

You'll work closely with our team to help our clients build relationships with their loyal and soon-to-be audiences. Our golden rule at SILVR is Strategic Design—our work isn't just pretty, it gets results.

This position is instrumental in helping our clients tell their brand story in the digital space.

SCOPE OF POSITION

The GRAPHIC DESIGNER's primary responsibilities will focus on the following requirements. Additional requests may be made to support the team as necessary.

- Use of Adobe CC (XD, Photoshop, InDesign), G Suite, WordPress, Mailchimp, and Monday.com.
- Work closely with the Design Team to create custom graphics for social media calendars, email blasts, websites and print.
- Assist in the design and production of large-scale digital projects including websites, banners, branding, infographics and more.
- Work closely with the project managers, writers, email marketing and ad management teams to generate creative ideas and concepts.

QUALIFICATIONS

- Bachelor degree level in graphic design, media studies, communications studies, journalism, PR or equivalent work experience, preferably within a digital media environment.
- 1-3 years of professional graphic design experience, preferably in an agency.
- A creative, strategic, and detail-oriented designer, with a knack for innovative problem-solving.
- Fluency in Adobe CC, including XD, InDesign, Photoshop, and Illustrator.
- Strong in layout design and organized—this role will include a fair amount of production work to start
- Basic knowledge of HTML/CSS is a plus.
- Tech-savvy—you know how to find a missing line of code in an email to get it ready to send, can quickly figure out how to use a new program, and are excited about learning new technologies.
- Proactive and highly organized, with strong time management and planning skills.
- Able to meet tight deadlines and remain calm under pressure.
- A roll-up-your-sleeves team player who is ready to learn and is always open and receptive to feedback from both our internal team and our clients.
- Looking for a company to grow with—we work hard and treat each other like family.

COMPETENCIES

Organizational Competencies
Customer Focus - Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.
Dealing with Ambiguity - Can effectively cope with change; can shift gears comfortably; can decide and act without having the total picture; isn't upset when things are up in the air; doesn't have to finish things before moving on; can comfortably handle risk and uncertainty.
Learning on the Fly - Learns quickly when facing new problems; a relentless and versatile learner; open to change; analyzes both successes and failures for clues to improvement; experiments and will try anything to find solutions; enjoys the challenge of unfamiliar tasks; quickly grasps the essence and the underlying structure of anything.
Problem Solving - Uses rigorous logic and methods to solve difficult problems with effective solutions; probes all fruitful sources for answers; can see hidden problems; is excellent at honest analysis; looks beyond the obvious and doesn't stop at the first answers.

Position Competencies
Action Oriented - Enjoys working hard; is action oriented and full of energy for the things he/she sees as challenging; not fearful of acting with a minimum of planning; seizes more opportunities than others.
Composure - Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.
Decision Quality - Makes good decisions (without considering how much time it takes) based upon a mixture of analysis, wisdom, experience, and judgment; most of his/her solutions and suggestions turn out to be correct and accurate when judged over time; sought out by others for advice and solutions.
Developing Direct Reports and Others - Provides challenging and stretching tasks and assignments; holds frequent development discussions; is aware of each person's career goals; constructs compelling development

plans and executes them; pushes people to accept developmental moves; will take on those who need help and further development; cooperates with the developmental system in the organization; is a people builder.

Directing Others - Is good at establishing clear directions; sets stretching objectives; distributes the workload appropriately; lays out work in a well-planned and organized manner; maintains two-way dialogue with others on work and results; brings out the best in people; is a clear communicator.

Informing - Provides the information people need to know to do their jobs and to feel good about being a member of the team, unit, and/or the organization; provides individuals information so that they can make accurate decisions; is timely with information.

Managing and Measuring Work - Clearly assigns responsibility for tasks and decisions; sets clear objectives and measures; monitors process, progress, and results; designs feedback loops into work.

Managing Vision and Purpose - Communicates a compelling and inspired vision or sense of core purpose; talks beyond today; talks about possibilities; is optimistic; creates mileposts and symbols to rally support behind the vision; makes the vision shareable by everyone; can inspire and motivate entire units or organizations.

Motivating Others - Creates a climate in which people want to do their best; can motivate many kinds of direct reports and team or project members; can assess each person's hot button and use it to get the best out of him/her; pushes tasks and decisions down; empowers others; invites input from each person and shares ownership and visibility; makes each individual feel his/her work is important; is someone people like working for and with.

Peer Relationships - Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is cooperative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

Planning - Accurately scopes out length and difficulty of tasks and projects; sets objectives and goals; breaks down work into the process steps; develops schedules and task/people assignments; anticipates and adjusts for problems and roadblocks; measures performance against goals; evaluates results.

Priority Setting - Spends his/her time and the time of others on what's important; quickly zeros in on the critical few and puts the trivial many aside; can quickly sense what will help or hinder accomplishing a goal; eliminates roadblocks; creates focus.