



Position Title: Graphic Designer
Department: Marketing
FLSA Status: Exempt
Reports To: Senior Director of Marketing
Date: October 2023

Choose Chicago is the official destination marketing organization for Chicago, Illinois. Our mission is to enrich our community by attracting meetings, events and leisure travelers to Chicago.

Position Summary

Choose Chicago is seeking a dynamic Graphic Designer to join our growing team. This individual will be tasked with translating creative concepts from A to Z into visually appealing and engaging designs. Day-to-day projects will consist of developing the design assets for the entire organization while working within the Marketing department.

The ideal candidate will assist with all creative service elements including strategy, brand campaign, social assets, motion graphics, publications, logos, promotional materials, ads, and installations.

The Graphic Designer will be well-versed in innovative design software and serve as a liaison with agencies, copywriters, photographers, and projects leads from various departments within the organization.

Candidates will only be considered with a digital work portfolio.

Essential Duties and Responsibilities

- Ideation, development, and production of creative designs for marketing materials including advertising, event and booth signage, sales and partnership assets, email, and print collateral.
- Leader in digital design disciplines, including web design, UI/UX design, and social media graphic standards.
- Develop and execute assets for key initiatives, product launches, events and other specialty projects as assigned by the Senior Director of Marketing.
- Support development and implementation of brand guidelines and org-wide brand standards; ensuring the continuity of the Choose Chicago brand are met.
- Contribute to agency relationships by participating in working group and ideation sessions.

- Develop board and stakeholder meeting materials including but not limited to decks, signage, and customized graphics.
- Support content development across digital platforms including stop motion, editing and graphics.
- Organize and manage library of assets.
- Adhere to budget and vendor guidelines.
- Strong photography, typography, and proofing skills
- Ability to multi-task and manage deliverables, feedback, and approvals in Asana.
- Maintain technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.
- Must be familiar with various file format, image formatting, compression, file correction, and optimization.
- Must be dependable, willing to take initiative and adapt to a variety of situations.

Minimum Requirements

- Digital Design portfolio submitted with application.
- Bachelor's degree preferably in Graphics Design, Marketing, or a related field.
- 3 – 5 years of graphic design experience preferred.
- Expert knowledge of digital and print design in Adobe Creative Suite
- Proficient in Microsoft Word, Excel, and PowerPoint
- Experience with Desktop Publishing tools, HTML and Flash a plus.
- Superior attention to detail, strong time management skills, self-motivated, organized, and flexible work style.
- Ability to skillfully handle multiple projects simultaneously, establish priorities and meet deadlines effectively and efficiently.
- Ability to work well within a team environment and individually.
- Be able to adjust to various physical and environmental conditions as the position may require including computer work, travel, sitting or standing for long periods, etc.

To Apply:

This position offers a competitive salary and benefits package. Qualified candidates should submit resume and include **salary requirements** to resumes@choosechicago.com

Choose Chicago is an Equal Opportunity Employer