



Job Title: Digital Designer
Reports To: Digital Design Manager
FLSA Status: Exempt
Location: Orlando
Salary Range: \$45-50,000

BASIC PURPOSE:

The **Digital Designer** should have in-depth knowledge of graphic design, styles, layout techniques and experience in execution of digital projects from conception to production. Acting as a visual storyteller, this person will work with the team under the supervision of the Digital Design Manager to offer creative everyday solutions internally and externally, for paid digital platforms including website, display, and social media.

ESSENTIAL DUTIES:
DESIGN

- Proficiency in graphic design and desktop publishing software, including Adobe Creative Cloud Suite (InDesign, Illustrator, Photoshop, Acrobat Pro), and Microsoft Office Suite (Outlook, Word, Excel, PowerPoint)
- Strong Portfolio that demonstrates excellence in layout, typography, color theory and basic illustration
- Create and design graphics to display on a variety of channels.
- Responsible for managing and tracking creative material assets and copyrights.
- Work collaboratively with all Enterprise Florida departments as projects require and ensure timely completion of creative projects.
- Identify and implement new creative methods to deliver messages, such as with new materials and technologies, or through the transformation of facts and features, such as infographics.
- Ability to work in a fast-paced office environment and balance multiple projects and deadlines
- Strong project management, organization, and presentation skills
- Proficient in Mac operating system and hardware
- Ability to take constructive feedback and implement changes
- Ability to work both independently and on a team

DIGITAL STRATEGY

- Assists in the development of comprehensive, data-driven, strategic digital marketing plans across owned and paid channels.
- Determines how to use digital media tactics and analytics to track ROI through the engagement funnel.
- Consults with internal and external marketing clients on achieving their goals through digital media.
- Manages paid advertising and reporting for a variety of digital channels including social media and web.
- Delivers creative assets to vendors and partners.
- Assist with research and content gathering from internal and external partners.

SUPERVISION: None

MINIMUM QUALIFICATIONS REQUIRED:

- Be an innovator and creative thinker
- Creative thinker
- Bachelor's Degree in Graphic Design, Communications, or related field
- 1-3 years' experience as a graphic designer
- Strong sense of design and experience with the Adobe Suite
- Highly organized and motivated, detail-oriented with an ability to meet deadlines and prioritize assignments from multiple sources
- Excellent verbal, written and presentation communication skills
- Analysis, research, writing and editing skills with strong attention to detail
- Intermediate-level skills with Word, Excel and PowerPoint, and database management
- Able to develop exceptional content
- Excellent communication and presentation skills
- **ONLINE PORTFOLIO REQUIRED FOR REVIEW**

PREFERRED QUALIFICATIONS:

- Strong infographic skills
- Experience creating animated banners, digital graphics, HTML and emails
- Previous experience in a marketing and advertising environment
- Knowledge of economic development
- Two+ years' experience creating and placing compelling digital content
- Extensive experience handling/contributing to multiple projects from ideation to final delivery
- Superior attention to detail with excellent organizational and communication skills
- Strong understanding of digital, social, and mobile platforms

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

We are an equal opportunity employer and consider all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

EFI is subject to the Public Records Law and the Sunshine Law; therefore, submissions to this job announcement could be subject to public disclosure.

Please apply for this position to HRDirector@EnterpriseFlorida.com or through the job posting on Indeed.