Eddy Alexander, an international award-winning, full-service marketing, communications, and growth strategy consulting firm seeks to hire a full-time...

Team Lead, Graphics & Design – Roanoke, VA

Type: Full Time
Location: Roanoke, VA Preferred
Salary: Commensurate with Experience
Deadline: March 1, 2021

Description:
Eddy Alexander is now accepting applications for a full-time Senior Graphic Designer with Management experience to create stunning, iconic, and award-winning creative for a wide variety of clients in the fields of emerging technology, higher education, healthcare, tourism, economic development, and other professional services industries.

Primary responsibilities will include:
· Conceptualizing the design and implementation of comprehensive marketing and advertising campaigns
· Developing production-ready creative (to include 2D and 3D print materials as well as still and animated digital concepts)
· Creating compelling and effective logos, designs, print, out of home, and digital media
· Developing new brand identities for clients across Eddy Alexander's portfolio (Products, Services, and Places)
· Applying research to promote and highlight pre-identified value drivers and influence consumer behavior
· Producing polished, professional creative output on a deadline
· Managing creative input and direction from across a matrixed organization
· Facilitating creative strategy sessions involving creative and non-creative stakeholders
· Managing projects from ideation through completion

- Owning responsibility for multiple simultaneous production schedules across a diverse team of creative contributors
- Presenting and selling concepts, ideas, and work product in senior executive environments
- Guiding with a collaborative team of creative professionals in design best practices to provide consistently high-quality, and often award-winning, creative output
- Monitoring design trends and applying relevant techniques to push clients' business objectives forward
- Organizing files, processes, and internal and external contributors for maximum efficiency and workflow efficacy
- Working closely and collaboratively with a team of cross-disciplined subject matter experts
- Ability to provide detailed design critique and feedback to other design team members
- Collaborating with the team to ensure consistency of designs across various media outlets and platforms
- Maintain awareness of current industry and technology standards, market trends, and competitive landscape and proactively share relevant insights with clients and teammates alike

Our ideal candidate will bring demonstrated executive acumen, advanced knowledge of Adobe Photoshop, Illustrator, and InDesign, and have proven experience designing in commercial environments supporting campaign production for a wide variety of clients across diverse creative execution formats.

The successful candidate must understand the detailed production processes that their work will go through and provide systems and structure to help junior teammates work efficiently to drive final files to both client sign-off and final placement/execution. The successful candidate will also work closely with the production lead to establishing quality and efficiency guidelines, protocols, and trainings for agency creative efforts.

Position Requirements:
- Demonstrated understanding of composition (advanced design theory)
- Established Marketing/Advertising/Branding design portfolio that shows a diversity of styles and multidisciplinary application
- A meticulous eye for detail
- Conceptual and systems thinking
- Typography skills
- Working understanding of color theory and accessibility considerations (ADA/508 Compliance as they apply to design)
- Ability to clearly explain, articulate, and defend design choices
- Ability to work independently while still contributing actively to a team environment
- Professional business acumen
- Creative confidence and the ability to take and apply feedback to advance the quality of final creative output

- Demonstrated success and professional work experience in marketing, advertising, and/or branding
- Working knowledge of both traditional media and advanced digital marketing techniques and applications
- Experience integrating market research into the creative process
- An appetite for diverse assignments and client challenges
- The ability to work effectively and professionally with teammates and clients from a variety of industries
- Great interpersonal skills
- A bias towards simplicity and streamlined usability
- Solid computer skills, including working mastery of the Adobe Creative Suite, Microsoft Office, and G-Suite workplace products
- Excellent communication and presentation skills
- Bachelor's degree in Fine Art, Media Arts & Design, Advertising, Marketing, Psychology, Media Studies or other similarly relevant fields of study preferred

Additional, highly desirable skills:
- User experience design is a plus
- Professional level sketching skills are a plus
- Professional level photography skills are a plus
- Creative production experience/exposure is a plus
- Extended Adobe Creative Suite experience (beyond AI, PS, and ID) is a plus
- Hand lettering experience is a plus
- Policy design experience is a plus
- Experience and comfort with resource estimating

* Previous leadership position in another fast-paced agency environment is especially desirable.

Candidates with any of the following background accelerators are also strongly encouraged to apply:
- Servant leader philosophy
- Credited Industry awards and/or demonstrated contributions to award-winning campaigns
- Formal design thinking or systems thinking training
- Formal multimedia production or computer programming training/experience
- Advanced academic degrees
- Established social media following (design-related)
- In-house design experience for an established industry-leading organization in Emerging Technology, Higher Education, Healthcare, Tourism, Economic Development, Professional Services.

If you have excellent design skills, a passion for branding and/or advertising, the energy to contribute at the highest levels to an award-winning, high-growth firm, please submit a formal resume, cover letter, and portfolio detailing your interest and relevant background to info@eddyalexander.com.

* Please put "Graphic Design Team Lead Applicant" in the subject line.