Position Overview

The Marketing Designer creates and implements HLC print, electronic, video and other communications; provides graphic design support and brand management for HLC; and collaborates in developing, implementing and supporting HLC programs, services and initiatives.

Duties and Responsibilities

• Leads the brand management, the look and feel for HLC
• Collaborates with the Communications team and others as needed in developing a professional visual presence that effectively serves HLC various stakeholders
• Creates graphic elements for HLC print and web needs
• Creates print, electronic, and other communications for HLC constituencies
• Collaborates with the Director of Communications and Strategic Projects and the Marketing and Social Media Writer to create effective communications for promotional purposes
• Collaborates with the Director of Communications and Strategic Projects and the Marketing and Social Media Writer to create materials for the Annual Conference
• Oversees the management of design style guidelines and templates
• Provides support for the Communications Department
• Maintains technology skills needed for position and adapts to technology changes as required
• Performs other duties as assigned

Qualifications and Competencies

• Bachelor’s degree
• 1-3 years experience in graphic design
• Portfolio of design work to demonstrate creativity and design implementation
• Experience with standard office software and technology, including Adobe Creative Suite software, web content management, HTML, CSS, and Web form and survey tools
• Ability to translate words into images
• Excellent organizational and problem-solving skills
• Ability to work well under pressure and meet deadlines
• Excellent written and verbal communication skills
• Demonstrated flexibility, dependability, and responsibility
• Ability to multi-task and to work independently and collaboratively

The information in this position is intended to generally describe the duties and responsibilities and qualifications and competencies of the above-named position. This position is not an exhaustive list of all the responsibilities and requirements of the position. HLC reserves the right to modify this position description at any time.