Graphic Designer
Visit Stockton

Visit Stockton (aka Stockton Convention & Visitors Bureau) is a non-profit organization tasked with marketing the city of Stockton as an overnight tourist destination. We are the city's official destination management organization.

Position Overview
Responsibilities include the graphic design of all Visit Stockton collateral, quarterly and annual reports, digital and print advertising, special events graphics, and promotional items. This position supports all departments and directly supports the marketing department with related support including social media, public relations, website maintenance, etc. This position reports to the CEO.

Collateral examples (not all inclusive):

Official Visit Stockton Guide: http://issuu.com/stockton_cvb/docs/2015-vsg-web
San Joaquin Farm Guide: http://issuu.com/stockton_cvb/docs/sjc-farm-guide-2015-pages
Annual Reports (includes ad examples): http://issuu.com/stockton_cvb/docs/vs-annual-report-2014

This job description is an overview of the responsibilities that will need to be performed by the Graphic Designer. In no way does it state or imply that these will be the only duties the employee will be asked to perform.

Responsibilities include:
- Develop all graphic design solutions for ads, social media, including Visit Stockton resources (visitor guides, promotional products, marketing reports, etc). See above for examples of expected work.
- Assist, as needed, with social media, special events, and other marketing department duties.
- Assist and support annual events – including Stockton Restaurant Week, Stockton Beer Week, Asparagus Dine Out, and Tourism Luncheon.
- Update the Visit Stockton website and corresponding publications and related websites as needed.
- Prepare website, marketing, and social media statistical reports as needed.
- Assist sales staff with marketing, communications and design support for tradeshows and sales missions.
- Research best practices, new opportunities, and trends on a regular basis and share information with internal staff and marketing partners.
- Work with CEO and Director of Sports and Tourism on enhancing hosted events and visitor experience with designed materials.
- Maintain a well-informed working knowledge of the attractions and services available in the area to visitors.
- Assist with general office duties and marketing fulfillment as needed.
- Perform other tasks as required

Skills Needed:
- Minimum 2-5 years experience in graphic design.
- Marketing and/or Graphic Design degree preferred, not required.
- Expert Graphic Design experience required– highly skilled in the Adobe Creative Suite.
- Skills in editing, manipulating and generating images in Adobe Photoshop.
- Create designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.
- Confer with clients outside of Visit Stockton to discuss and determine layout design.
- Knowledge of graphic design principles and production methods with an advanced knowledge of color theory, typography, and layout design.
- Strong analytical abilities, visual and aesthetic sense.
- Advanced user knowledge of the following software, sufficient for performing direct tasks as well as training others to use: CRM System (Customer Relationship Management)/Web-based database programs, Microsoft Office applications and Internet/Email.
- Excellent writing skills including a strong command of grammar, usage and vocabulary.
- Experience with and understanding of social media outlets and marketing tactics i.e.: Facebook, Twitter, etc.
- Ability to think and design creatively and work in a fast-paced environment
- Well-organized, self-motivated and proactive
- Strong knowledge of Stockton and surrounding area including attractions, things to do, restaurants, hotels and other tourism related assets.
- Ability to interface with staff to build consensus, achieve goals, and leverage resources
- Ability to prioritize and handle simultaneous projects with multiple vendors
- Ability to meet deadlines and stay at/under budget

Physical/Sensory/Cognitive Requirements to Perform Essential Job Functions
- Ability to sit at desk for 6-8 hours per day, if required.
- Ability to operate computer key board and view computer screen for 7-8 hours per day, if required.
- Ability to set up and tear down tradeshow booths, equipment and marketing materials.
- Must be able to hear and converse via telephone and in person.
- Must be able to bend and stretch to reach file drawers.
- May be required to lift boxes and small equipment up to 50 pounds in weight.

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Salary/Benefits
Full-time, non-exempt, hourly position. $41,600 - $46,800 per year ($20.00-22.50 per hour), based on experience. Competitive benefits include full medical, dental and vision for employee, vacation and sick time and 401K.
**Applicants must submit a printed or online portfolio that includes examples of their graphic design skills and abilities, preferably related to the above descriptions. *Portfolios with only anime, digital drawings, illustrations, and logos are not considered relevant to this position.*