



DAY COMMUNICATIONS, INC.

JOB DESCRIPTION: GRAPHIC DESIGN AND PRODUCTION COORDINATOR

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Day Communications is looking for a passionate and intellectually curious **Graphic Design and Production Coordinator** to join our marketing team. The ideal candidate is highly organized, creative, and self-motivated. Essentially, this position is a hybrid between a visual designer with customer-centric design experience and a project manager with a quality-driven mindset. In this role, you will be the key day-to-day creative driver supporting the Visual Design Manager with client project deliverables in a fast-moving environment.

WHO WE ARE

[Day Communications](#) is a boutique marketing communications agency and has served Central Florida since 2010. With more than 20 years of practical experience, we specialize in creative design services and implementing marketing programs from concept to completion. We represent a broad spectrum of public and private sector clients, which includes the transportation, transit, tolling, legal, and engineering fields, as well as non-profits such as [Bike/Walk Central Florida \(BWCF\)](#). One signature effort Day Communication led was a behavior change program called [Best Foot Forward](#), which became the largest grassroots pedestrian safety campaigns of its kind in Florida.

Joining Day Communications not only means working with marketing professionals with big hearts and enormous talent but being supported by all members of the team to grow your skills and build your career. Here, you'll be part of a team pushing for making brands and issues matter in today's world, by combining behavioral science with compelling creative and effective distribution aimed to reach new audiences and drive lasting change. If this sounds like a team you want to join, please get in touch.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

Graphic Design (70%)

- Work with Visual Design Manager and marketing team to create a wide range of designs for print and digital advertising, outdoor billboards, special promotions, collateral pieces, sales materials, dashboards, event materials, motion graphics, infographics, social media design, and more.
- Format and optimize content and images for websites, landing pages, banner ads, social media, and mobile applications.
- Contribute to creative channel strategies (traditional, social, digital, content)
- Layout client support materials with a significant amount of text and images - reports, proposals, brochures, or manuals – to be distributed in print or online.
- Format newsletters and e-blasts for clients using systems like Constant Contact, Mailchimp, and Tracker RMS that adhere to brand style, brand voice and visual guidelines.

- Create and reformat slide decks and presentations, or customize presentations using vector illustrations, basic animation, data driven graphs, infographics and typography.
- Create, format and edit high-quality maps, diagrams, organization charts, matrixes and charts.
- Update existing marketing collateral materials and implement copy changes quickly and accurately.
- Manage other design needs such as business cards, letterhead, notepads, folders, this includes preparing print-ready files.
- Complete special projects as assigned.
- Maintain a strong knowledge in digital and print media and its impact on a clients' industry, customers, and the local market.

Production Coordination (30%)

- Maintain project management accuracy by developing creative briefs, inputting action steps, recording rounds of creative updates, tracking deadlines, and keeping all team members informed of details, proofs, and schedules.
- Work with media vendors to ensure adherence to advertising submission requirements and prepare all files in accordance with specifications.
- Work with vendors to ensure necessary performance tracking pixels to optimize engagements and conversions are placed and working.
- Monitor advertising campaign performance and provide the necessary media buy reporting, tagging/tracking, gathering screen shots, internal/external status updates and post documentation for clients.
- Assemble assets for presentations, compress digital and video files for web sharing, and watermark media as needed.
- Maintain upkeep of hard-copy and electronic libraries.
- Participate in all internal and external meetings – briefings, brainstorming sessions, and presentations.

QUALIFICATIONS:

- Bachelor's degree in Graphic Design, Visual Communications, Digital Media or related field
- Minimum of 3 years of creative marketing experience, including design and production
- Online portfolio that illustrates creative marketing experience
- Fluent in Adobe Creative Suite with superior command of Adobe Photoshop, Illustrator, InDesign and Acrobat
- Proficient in Microsoft PowerPoint, PowerPoint Certification a plus
- Intermediate-level knowledge of Microsoft Office

**NICE TO HAVE:**

- Knowledge of HTML/CSS
- Experience with content management systems (WordPress, Drupal, Joomla, etc.)
- Experience with editing videos in Adobe Premiere and/or animate short clips in Adobe After Effects
- Experience using Tableau
- Experience using project management software programs like Smartsheets
- Bilingual/Spanish preferred

KNOWLEDGE & ABILITIES:

- Ability to express ideas graphically
- Strong time management skills
- Quality-driven mindset and excellent attention to detail
- Must be self-motivated, personable, team-player with a positive and accommodating attitude
- Collaborative problem-solver, willingness to learn, share knowledge and experience with peers
- Ability to steer multiple projects simultaneously
- Phenomenal client and team communication skills
- Ability to communicate fluently, both verbally and in writing, in an all English business environment

EMPLOYMENT:

This is a primarily hybrid, full-time position. You will come to the office 3 times a week if you are local. Preference will be given to Central Florida local applicants, but we are open to all applicants regardless of location.

BENEFITS:

- 401(k)
- Health Insurance
- Flex Work Policy
- Generous Paid Time Off
- Paid Sick Leave
- Professional development assistance



HOW TO APPLY

We'd love to hear from you; send us your resume and provide a PDF or online portfolio with at least 5-10 design samples, including presentations, illustrations and graphics.

Day Communications is committed to fostering a diverse work environment and proud to be an equal opportunity employer. As we highly value diversity in our current and future employees, we do not discriminate (including in our hiring and promotion practices) on the basis of race, religion, color, national origin, gender, gender expression, sexual orientation, age, marital status, veteran status, disability status or any other characteristic protected by law.

COVID-19 VACCINATION MANDATE:

Employment with Day Communications, Inc. is conditioned on proof of full vaccination against the COVID-19 virus (with a WHO-approved COVID-19 vaccine, as applicable) or approval of an exemption due to a qualifying medical condition or sincerely held religious belief prior to start date.