

Digital Graphic Designer

Digital Marketing Services – Roanoke, Virginia

The focus of LeadPoint's Graphic Designer is to support our client's digital graphic needs. You will design and develop digital assets as part of our client's digital marketing and maintenance programs. In addition, the graphic designer will design themes from preexisting templates for websites.

Responsibilities

Graphic Designer

- Design digital marketing assets such as static and animated banner ads, email marketing, and social media ads, and posts.
- Design themes from preexisting website templates
- Enforce and follow brand guidelines of LeadPoint Digital's clients.
- Work closely with Creative Director on design ideation.
- Follow basic principles of digital graphic design.
- General understanding of advertising.

Team Synergy

- Communicate progress and status of tasks team
- Coordinate and consult with other Creative Director, Digital Marketing Specialists, Strategists, Writers, and Developers.
- Continuously evolve your knowledge of online user behavior, digital marketing, and LeadPoint Digital clients.

Qualifications and Skills

Required:

- Bachelor's degree in graphic design, visual communications, or related field.
- No experience required
- High social confidence, responsive, and a great communicator.
- Strong organizational, and prioritization skills.
- Meticulous attention to detail.
- Willingness to collaborate and to give and take constructive feedback.
- Ability to thrive in an agile, fast-paced agency environment.
- Willingness to foster a positive, transparent, and collaborative work culture.
- Demonstrated knowledge of Adobe Creative Suite.

Preferred:

- Experience graphic design on the internet.
- Experience in digital advertising.
- Experience or understanding of HTML and CSS.
- Familiarity with digital marketing strategies including SEO and conversion optimization.

Benefits & Compensation

- Health Insurance
 - \$300 Paid by LeadPoint for Employee each month
 - Family Coverage Available, Cost to Employee Varies
- 100% Paid Benefits for Employee, including:
 - Dental Insurance
 - Vision Insurance
 - \$10,000 Term Life Insurance
 - Short-Term Disability Insurance
 - Family Coverage Available, Cost Varies
- Cell Phone & Downtown Parking Allowance
- Simple IRA with 3% Employer Matching
- 4-weeks Paid Vacation
- 5 Paid Sick Days
- Flexibility for Personal Situations
- \$35,000-\$40,000 annual salary

Total Compensation (Salary + Benefits): \$42,000 - \$47,000 annually

Why do you want to work for LeadPoint Digital?

Work hard; play hard. LeadPoint Digital has a team-driven culture that's focused on creating winning strategies for clients. Digital marketing is a fast-paced environment that's changing every day. Our team is agile enough to meet the demands while delivering results, from building websites to developing SEO/PPC/social media strategies to building content marketing plans. We are growing a team with goal-oriented people who like challenges and solving problems. The LeadPoint Digital team works in-office in a mountain-metro location where after-hours play can start the minute you step out of the office in downtown Roanoke, VA.