



Position Description – Graphic Designer

Summary

The Winders Group is seeking a highly creative and ambitious full-time graphic designer to join our growing team. This person will be responsible for the leading the brand direction and creative delivery for The Winders Group (TWG) and its B2B technology clients with digital and print designs that inspire, inform and capture attention of target audiences. This person will have their finger on the pulse of TWG and client branding and have a talent for managing multiple creative projects at a time. This is a position with room to grow and the ability to shape the future of our in-house design department.

Responsibilities

- Manage creative direction for advertising, digital design, illustration and/or branding work for TWG and its B2B tech clients in various verticals
- Collaborate closely with content writer to understand and offer strategic direction for translating copy into design, often creating visuals that take complex ideas and translate them into digestible visuals (e.g., infographics, diagrams, etc.)
- Work with the Director of Strategy and CEO and meet with clients to determine project scope
- Possess a strong understanding of our clients' industries and advise clients on strategies to reach their target audiences through captivating design
- Create images that identify a product or convey a message
- Manage and design to required brand typography, colors, images and layout
- Ensure projects are completed with high quality, attention to detail and on schedule
- Present design to clients and incorporate recommended changes into final design
- Have a strong QA eye to review projects for errors before submitting to clients, publishing or printing
- Work closely with outsourced creative teams (as needed) and manage design projects from start to completion
- Prioritize and manage multiple projects within design specifications and budget restrictions
- Work with wide range of media and use graphic design software

Requirements

- Bachelor's degree in graphic arts, design, communications, or related field
- 3-5 years of experience in graphic design
- Knowledge of layouts, graphic fundamentals, typography, print, and the web
- Familiarity with HTML and CSS preferred
- Knowledge of Adobe PhotoShop, Illustrator, Sketch, InDesign, and other graphic design software
- Experience with project management platforms is preferred
- Compelling portfolio of work over a wide range of creative projects
- Strong organizational skills and excellent eye for detail
- Ability to work with tight deadlines and to meet project milestones

- Ability to handle a varied workload and to manage more than one area of work at a time
- Ability to work well as a liaison with people at all organizational levels both within the agency and externally with clients

Benefits and Work Hours

We work hard but have fun doing it! Our work environment is flexible, collaborative and rewarding. This position is based in our downtown Kansas City, Mo.. Benefits include participation in employee profit sharing and stock plan. Compensation commensurate with experience.

About The Winders Group

The Winders Group delivers on-demand marketing services to increase awareness, leads and sales for B2B technology brands. We leverage the resources of our global agency collective to assemble teams of marketing experts who deliver competitive strategy, engaging content and performance-driven campaigns to help our clients grow. TWG is an equal opportunity employer. We are a California-based LLC, with offices in Kansas City, Virginia and Bangalore, India. For more information visit <http://thewindersgroup.com>.

Interested applicants please reach out to cassie@thewindersgroup.com.