



## WILLIAM H. SADLIER, INC JOB DESCRIPTION

**Position:** Graphic Designer, Marketing

**Department:** Marketing

**Reports To:** Creative Director, Marketing

### Summary

The graphic designer will have a strong background in both digital and print media and will be responsible for conceptualization and implementation of design solutions that meet marketing strategies from concept to completion. You are able to work independently, but have great collaboration skills. You enjoy being part of a focused team that can get the job done on time. You are a motivated learner who is excited to share your knowledge with the team.

You will be a member of a four-person, in-house design team that works at a rapid pace to produce more than 800 projects annually across all channels. You will work with a primarily, off-site marketing team located in various times zones with limited availability. You must be comfortable with online meetings and project management systems.

### Core Responsibilities

- Accountable for leading and/or collaborating on the conceptual and design development of multiple small- and large-scale projects across marketing, sales, business development, and internal operations.
- Lead on the design and execution of emails, web pages, presentations, and digital assets. Collaborate on the design and production of catalogs, brochures, sell sheets, ads (online and print), flipbooks, tradeshow displays, signage, packaging, and premiums.
- Create dynamic digital content, including email campaigns and web design for 2 websites and 4 blogs utilizing Hubspot—a web content management system hosting Sadlier’s websites—to edit, post, and update content.
- Develop a deep understanding of our brand and digital presence.
- Partner directly with product managers (in-house and offsite) to deliver on-brand, high-quality content and assets.
- Evaluate projects and make proactive recommendations for execution, improvements, strategic importance, and appropriate implementation.
- Effectively articulate concepts and creative solutions (visually and verbally).
- Assist with management and coordination of outside vendors including contractors, printers, and videographers.
- Contribute to a well-organized asset library by adhering to operational standards and practices—including file naming, archiving, and workflow protocols, and by creating files with correct technical specifications across all channels.
- Make proactive suggestions and contributions towards our efforts to ensure all marketing communications remain current and consistent across various channels and departments and align with strategic marketing goals.

Company is an Equal Opportunity/Affirmative Action Employer.



## **WILLIAM H. SADLIER, INC**

### **JOB DESCRIPTION**

- Provide on-demand print services for marketing and sales team.
- Support off-site marketing and sales team members with technical support and assistance.
- Assist with all other marketing and design tasks, such as event campaigns, direct marketing, public relations, social media, etc.

#### **Ideal Candidate**

- Self-driven and hands-on with the ability to handle and prioritize multiple, competing tasks and thrive in a fast-paced, deadline-driven environment.
- Excellent written and verbal communication skills necessary to interpret requests and then present design solutions.
- Desire to be innovative, creative, and looking for ways to tweak and optimize processes.
- Willingness to accept feedback and contribute constructive critique of designs in a collaborative, team environment.
- A team player who can demonstrate flexibility and is willing to help wherever needed to contribute to the success of the team and the company.

#### **Education, Experience, Skills Required**

- A degree in graphic design or equivalent work experience; portfolio required
- Five years of multi-discipline experience, including digital and print design, and refined typography skills
- Expert knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Microsoft PowerPoint
- Strong knowledge of Hubspot or other marketing automation tools, HTML and CSS
- Experience with online project management system (iMeet), Microsoft Office Word and Excel, and video editing/animation (PremierPro/AfterEffects)
- Knowledge of print design and production
- Proficiency in Spanish language a plus

#### **Benefits**

- This is a full-time NYC office position (7-hour days/35-hour work week)
- Flex hours: 9 a.m.–5 p.m. or 10 a.m.–6 p.m.
- Sadlier offers a comprehensive benefits package.