



Georgia Department of Economic Development  
Position Announcement

Title:	<b>Graphic Designer</b>	Entry Salary:	\$65k - \$70k Commensurate with Experience*
Division:	<b>Marketing &amp; Communications</b>	Location:	Atlanta, GA
Duties and Responsibilities:	<p>The Georgia Department of Economic Development (GDEcD) is the state's sales and marketing arm, the lead agency for attracting new business investment, encouraging the expansion of existing industry and small businesses, locating new markets for Georgia products, attracting tourists to Georgia, and promoting the state as a destination for arts events and location for film, music, and digital entertainment projects.</p> <p>The Marketing &amp; Communications division functions as an internal marketing agency; developing and managing all marketing and communications for the Department's internal clients.</p> <p>We are seeking an experienced Graphic Designer to work alongside our division team members, internal clients, and external partners to create compelling, impactful creative content for the Georgia brand and our GDEcD divisions. This individual should possess a strong ability to distill complex business ideas through an expert level of visual design and a commitment to excellence.</p> <p>Reporting directly to the Chief Marketing Officer currently, the Graphic Designer will work closely with our existing Creative Designer to use insights from Marketing &amp; Communications colleagues to develop, design, and present visual concepts to illustrate our stories in a unified way across every medium.</p> <p><b><u>Your Key Responsibilities:</u></b></p> <ul style="list-style-type: none"> <li>● Create and develop both print and digital projects ranging from marketing collateral and multi-media campaigns to graphics (including infographics) and advertising.</li> <li>● Collaborate with Marketing &amp; Communication team members to conceptualize creative direction for a diverse client base in both print and digital.</li> <li>● Design and produce digital content for a variety of cross-divisional projects, including social media graphics, wireframes, and email templates.</li> <li>● Work on a range of projects and media, using various software programs to visualize and develop graphic designs that meet business goals.</li> <li>● Conceptualize and design visual creative in an integrated manner across current and emerging media platforms, ensuring brand standards are met across marketing and communication channels.</li> <li>● Build print and digital files to specs and work with marketing colleagues to traffic to vendor.</li> <li>● Understand and follow established brand guidelines and support development of new brand guidelines, if needed.</li> </ul>		



	<ul style="list-style-type: none"> <li>● Participate in strategic development and creative ideation meetings.</li> <li>● Serve as steward of agency brand identity and standards across multiple marketing channels.</li> <li>● Provide feedback on existing processes to identify areas of opportunity to improve design capabilities.</li> <li>● Update and maintain internal databases for designs, photography, and video in conjunction with digital content manager.</li> </ul>		
	<p><b>Your Competencies:</b></p> <ul style="list-style-type: none"> <li>● Strong working knowledge of the creative process and integrated marketing, including print, broadcast, content, digital &amp; social.</li> <li>● Knowledge of current design trends and when to apply/adapt them to improve brand experience, especially in the digital and social space.</li> <li>● Proven design and communication skills to lead initiatives and express vision.</li> <li>● Portfolio of professional work showcasing both conceptual ability and a strong sense of design, layout, typography, animation, color correction, etc.</li> <li>● Demonstrate ability to develop cohesive creative materials across channels.</li> <li>● Positive attitude and enthusiasm for both big and small projects.</li> <li>● Commitment to client needs and how they apply to marketing strategy, goals, and creative deliverables.</li> <li>● Passion for staying on top of design trends with an eagerness to learn from others and contribute in a team environment.</li> </ul>		
<p>Minimum Qualifications and Competencies:</p>	<ul style="list-style-type: none"> <li>● Associate’s Degree or Vocational/Technical Degree in Graphic Design, advertising, art, digital, or a closely related field AND three (3) years of related experience OR five (5) years of professional-related experience or equivalent combination of education and experience.</li> <li>● Portfolio of work demonstrating at least 2 years of ideas and executions.</li> <li>● Knowledge of HTML, CSS, Dreamweaver, Adobe XD, or Figma.</li> <li>● Proficient in campaign integration across all media—print, digital, &amp; social.</li> <li>● Comfortable working across Adobe Creative Suite—Photoshop, InDesign, Illustrator.</li> <li>● Ability to thrive in a fast-paced environment and maintain awareness of expected deadlines. Must manage multiple projects/activities at once.</li> </ul> <p><b>Note: All applicants must provide a portfolio link or samples to be considered for this position.</b></p>		
<p>Preferred Qualifications:</p>	<ul style="list-style-type: none"> <li>● Bachelor of Fine Arts degree or closely related field specializing in Design.</li> <li>● 4+ years of professional level experience as a creative designer or equivalent.</li> <li>● Experience working with video editing applications.</li> <li>● Knowledge of and general interest in Georgia, GDEcD, and the industries we serve.</li> </ul>		
<p>Travel Required?</p>	<p>Infrequent</p>	<p>Nights, Weekends Required?</p>	<p>Infrequent</p>



Deadline	<b>Open Until Filled; Apply ASAP. Position will be filled as soon as a suitable candidate is identified.</b>
----------	--

**Application Instructions:** To apply for this position, ***you must submit your resumé and cover letter (PDF format preferred) via the link on our careers page at <https://www.georgia.org/about-us/career-job-search>***. If you do not have internet access or require an accommodation because of a disability, please contact GDEcD Human Resources at 404-962-4000 or email [jobs@georgia.org](mailto:jobs@georgia.org).

**Additional Information for Applicants:** *All qualified candidates will be considered but may not receive an interview. Preference will be given to applicants who meet both the minimum and preferred qualifications. Internal applicants may be considered prior to other applicants. Information on publicly posted social media accounts may be reviewed as part of the screening process. Applicants who are not selected for interviews will not receive notification.*

*\*To be considered for a salary offer above the entry level (if a range is posted), the successful candidate MUST have most of the education and experience qualifications shown as preferred. To receive an offer at the top of the range posted, experience must exceed preferred level. Offers will not exceed the top amount posted.*

*Applicants selected for hire will be subject to a background check, including a criminal history record check. Depending on the position, the background check may include education verification, credit check, and driving record. Additionally, male applicants between 18 and 26 years of age must present proof of Selective Service Registration if hired.*

*Please note, if travel is required, the selected candidate will be required to pay travel expenses (hotel, meals, etc.) up front and will be reimbursed within one week of expense statement approval.*

### **GDEcD is an Equal Opportunity Employer**