



JUNIOR GRAPHIC DESIGNER JOB DESCRIPTION

Summary

For The Front Climbing Club this role will be responsible for designing, creating, and delivering marketing materials to support the growth and promotion of gym memberships, retail sales, events, and other projects as assigned. For Vertical Solutions, responsibilities include, but are not limited to, assisting with business proposal designs to generate sales and creating content to promote the unique designs and projects of the company.

Primary and Essential Functions

- Support creation of visual assets by designing layouts and visualizing design objectives for corporate documents, websites, and apps;
- Collaborate with the Marketing team to provide material for the gym's promotional needs. Events and items include, but are not limited to, competitions, summer camps, special events, promotions, youth programs, advertisements, and announcements;
- Contribute to marketing campaigns- write and design material with campaign objectives in mind;
- Ensure all design elements, templates, and finished materials integrate with The Front and Vertical Solutions "brand image";
- Support managers and staff to coordinate and produce requested materials such as posters and flyers, short animations and videos, banners, etc. for all locations;
- Assist with social media campaigns and designs;
- Assist with design and maintenance of The Front and Vertical Solutions website and newsletter;
- Create whitepapers for Vertical Solutions to educate their potential clients on the advantages of working with their designs;
- Facilitate communication of marketing events and promotions to other staff members and educate the Front Desk Staff on details and best practices for promoting events to members;
- Other roles and task as required.

Requirements

- Bachelor's degree in Design, Art, Multimedia, Graphic Communications, or related field with 1 year of relevant experience;
- A portfolio reflecting the ability to prepare original designs and finished artwork for a variety of projects;
- High proficiency in Adobe Creative Suite- Photoshop, Illustrator, & InDesign.
- Knowledge of HTML and/or WordPress experience is preferred;
- Climbing experience/knowledge of climbing community preferred;
- Must have a good understanding of typography, layout, and design trends;
- Experience with animation and videography a plus;
- Familiar with a variety of Marketing concepts, practices, and procedures;
- The ability to set vision and drive concepts through the entire creative and development process;
- A solid understanding of how to achieve company and membership goals through Marketing strategies;
- Excellent written and verbal communication skills;
- Well-developed time management skills with the ability to prioritize effectively;
- Ability to exercise discretion and independent judgement;
- High energy and positive attitude with a skill set to work well within a team environment;
- Ability to work autonomously and be proactive;
- Must take pride in and maintain integrity in their work;
- Be able to collaborate and innovate as a means to create exceptional value for our members, our company, and ourselves.

Job Hazards

This position is exposed to airborne chalk, dust, and cleaning supplies. Other hazards include falling while providing instruction or demonstration and trips and falls caused by obstacles on the ground such as ropes and climbing gear.

Acknowledgement

I have read and understand the duties and responsibilities of this position and accept them. The primary function of this position is clear to me and I understand its importance to the overall success of Massif at The Front. I have read the essential functions and can perform them with () , or without () accommodation.

Employee's Signature

Date

Print Name

Note: Nothing in this job description restricts management's right to assign or reassign duties or responsibilities to this job at any time.