



Job Description

Employee:

Job Title: Graphic Artist / Designer

Department: Sales & Marketing

Reports To: Director of Sales & Marketing

FLSA Status: Exempt

Class: Full-time

Annual Salary:

Summary: The Graphic Designer is responsible for creating visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers; and develops the overall layout and production design for Cerno advertisements, brochures, magazines, and website. This position is about 65%-70% production artist and 30%-35% design.

Duties and Responsibilities include the following, other duties may be assigned.

- Understands the Cerno brand and target audience.
- Develops a consistent visual and textual language to communicate the brand.
- Takes initiative to drive results and continuously improve current processes.
- Demonstrates the ability to take initiative and work independently.
- Creates and maintains catalogs for both Cerno and Revelite brands.
- Works on instructional documents for Cerno employees as well as customers.
- Acts as Project Manager for website maintenance.
- Designs advertisements.
- Completes workflow management for all graphic design projects.
- Completes marketing and engineering asset and file management.
- Collaborating with the marketing team on campaigns.
- Additional marketing responsibilities may include market research and the assembly of contacts for targeted newsletter campaigns.
- Adheres to all company policies and procedures.
- Performs other duties as assigned.

Qualifications:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.



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Language Ability:

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Reasoning Ability:

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

To perform this job successfully, an individual should have knowledge of new and updated computer graphic and design software, either on their own or through formal software training programs. Must be proficient with Adobe Creative Suite, specifically InDesign, Photoshop and Illustrator. HTML knowledge is preferred. Wordpress or similar CMS program experience is also preferred.

Education/Experience:

Bachelor's degree (B.A./B.S.) from four-year college or university; and at least five years related experience and/or training; or equivalent combination of education and experience. A degree in graphic design preferred.

Knowledge, Skills and Other Abilities:

- Knowledgeable about art and design
- Inspired by art and design
- Strong written communication skills
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Ability to communicate a "story" through photos and design
- Uses creativity to develop and recognize unique and on-brand content
- Knowledgeable about marketing and how to influence buyers through a shared community
- Organizational skills, specifically as it relates to file management and asset updates
- Google suite / Google Document Management
- HTML knowledge

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, stand, walk, and use hands and arms. Specific vision abilities required by this job include close vision, depth perception, ability to adjust focus, and ability to see color.

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Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, The employee is occasionally exposed to loud noise. The noise level in the work environment is usually quiet.

Paid Time Off: Standard

Notes: None