

SHENANDOAH APPLE BLOSSOM FESTIVAL® CREATIVE & GRAPHIC DESIGNER

ABOUT THE JOB

The Shenandoah Apple Blossom Festival® is recruiting an experienced Creative & Graphic Designer who enjoys working in a team setting to promote over 50 community events each year. This position will provide print, digital, and creative design support to the Festival.

RESPONSIBILITIES

- Serve as a key member of the marketing development team. Assist in the development of the Festival's marketing plan and budget.
- Produce marketing and advertising pieces including electronic and print ads, videos, programs, flyers, brochures, etc. to meet the needs of Festival departments.
- Assist in print, radio, and TV ad buys with support from Executive and Sponsorship Directors.
- Manage social media accounts and collaborate with the Festival's social media committee to develop engaging posts. Develop artwork for social media. Routinely monitor and produce analytics reports.
- Maintain website content and search engine optimization. Routinely monitor and produce analytics reports.
- Assist with TV production by developing graphics and other creative assets.
- Develop and manage email marketing tools. Upload and maintain marketing databases.
- Design annual Festival theme, event logos and other graphic design.

DESIRED QUALIFICATIONS

Education and experience equivalent to:

- Bachelor's degree in graphic design or related field.
- 2+ years of experience in graphic design including but not limited to logo design, video editing, email marketing, digital imaging and illustration, print layout and publication, color and design fundamentals, photography and photo editing, and 2D and 3D design.
- Strong organizational skills with an excellent eye for detail.
- Strong collaboration skills and ability to work well with staff, board members, volunteers, and the community.
- Ability to communicate clearly and efficiently with a wide variety of audiences.
- Proficient in Microsoft Office and Adobe Suite.
- Working a flexible schedule including working some nights and weekends, especially during the 10-day Festival.

BENEFITS

- Paid time off - 33 Paid days off per year including vacation, sick days, and holidays.

The Shenandoah Apple Blossom Festival® is an Equal Opportunity Employer - We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.