

About Us



TMI Consulting, Inc. has been cultivating inclusion within companies and communities around the world for over a decade. Our latest evolution includes a wider brand scope under the new banner, TMI Portfolio. TMI Portfolio is a collection of socially responsible and interconnected companies working to advance more culturally inclusive and equitable workforces.

TMI Portfolio's companies represent a unified effort to provide diversity, equity, and inclusion services to a variety of sectors. Our services now include hands-on, human interventions, consulting, and interactive digital solutions. We know no two organizations are the same, which is why we have expanded our business to support a variety of circumstances and needs. Our expanded suite of businesses gives us the agility to tailor our interventions to accommodate the needs and scale of any organization.



TMI Consulting, Inc. specializes in creating inclusive communities. We believe that diversity, human equity, and cultural competence help optimize organizational development. Our team of consultants, trainers, coaches and facilitators have years of adult learning experience—combining the latest learning principles with our instructional design and delivery.



Loom Technologies was created to provide technology-based solutions designed to support, improve, and grow socially responsible and inclusive organizations.

We recognized the increased need to support our clients with digitally based solutions. Our flagship product, Loom the Culture Map™ is specifically designed to support organizations from within and help them build the culture they aspire to create.



Classification

Exempt Full Time

Hourly Rate

Depending on experience level

Reports to

Chief Product Officer

Date

July 16, 2020

Position

Inclusive Digital Designer and Marketing Manager

Job Description

Summary/Objective

Experienced graphic designer and marketing manager with an excellent track record in developing and maintaining exceptional websites and informative social media channels. This position will be responsible for creating and branding marketing efforts for the company including but not limited to sales and campaign presentations, kits, and collateral in a print and digital format. This position will be responsible for overseeing and implementing key marketing strategies and initiatives across company service lines and between brands. Candidates will be responsible for social media in addition to traditional marketing and sales campaigns and strategies.

Competencies

- Branding, copywriting, photography, design, and social media skills
- Be competent in InDesign, Illustrator, Premier Pro, Google Analytics, WordPress, Mailchimp, PowerPoint, and other audio/visual/web/print design software
- Able to work on digitally based multimedia content strategy and develop content for outlined strategies
- Outstanding storytelling skills and ability to create compelling content and visuals across multiple platforms.
- Good at troubleshooting, getting the most out of your budget with high impact results
- Able to be a systems thinker and understand interactive/ux design
- Able to work to a brand standard, create educational collateral, and work on digital learning strategies and content
- Good understanding of how-to breakdown concepts related to DEI into reusable brand content
- Able to manage basic front-end development needs for any marketing/digital platforms
- Be competent in and familiar with inclusive marketing strategies and practices

Responsibilities

- Manage, collaborate on, and execute content development strategies and outputs
- Develop and implement social media and marketing strategies for different service lines and brands.
- Manage and implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Collaborate and oversee projects with marketing and development teams
- Develop relevant content topics to reach the company's target customers.
- Create, curate, and manage all published content (images, video and written).



- Monitor, listen and respond to users in a social way while cultivating leads and sales. All social media platforms
- Work with senior c-level stakeholders and provide design support on unique or new deliverables.
- Design collateral to explain systems and processes to stakeholders, executives, team members and other client audiences.
- Develop data visualizations and ongoing reporting to track marketing campaigns and strategies.
- Develop client deliverables as assigned.
- Act as a brand ambassador and brand manager to clients and partners as assigned.
- Data collection, cleaning, processing and presentation for reporting purposes and customer management.
- Create and maintain design templates.
- Maintain document and collaboration storage systems.
- Other responsibilities as assigned.

Preferred Education and Experience

- BFA Graphic Design degree, Advertising Degree, or equivalent work experience
- 3-5 years experience
- Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
- Adobe: InDesign, Acrobat, Illustrator, Photoshop,
- WordPress
- Microsoft: Word, Excel, PowerPoint
- Google Drive: Google Sheets, Google Docs
- Mailchimp
- Google Analytics
- Google Search Console
- CRM systems

Required Education and Experience

Portfolio submission required. Please provide a portfolio that showcases a thoughtful consideration of the audience served including but not limited to case studies and work samples of relevant campaigns.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Apply to:

Please submit your application at www.tmiconsultinginc.com/careers Be sure to include your cover letter, portfolio, and resume.

EEO Statement

TMI Consulting, Inc. is an Equal Employment Opportunity

