



TMI Consulting, Inc.

Classification

Part-time, Non-exempt

Hourly Rate

\$30 per hour, plus paid time off

Reports to

Marketing and Communications Manager(s)

Date

August 2022

POSITION

Inclusive Designer

Position Overview

Experienced graphic designer with an excellent track record in developing informative social media channels and product campaign graphics. This position will be responsible for creating and editing graphics according to our company branding standards for social media campaigns, website graphics and print.

Competencies

- Branding, design, and social media skills
- Be competent in InDesign, Illustrator, WordPress, PowerPoint, and other audio/visual/web/print design software.
- Outstanding storytelling skills and ability to create compelling content and visuals across multiple platforms.
- Able to work to a brand standard and create educational collateral
- Familiar with Instagram, Facebook, Twitter, and LinkedIn graphic standards and layout dimensions.
- Ability to accept and implement feedback through a quality assurance process.

Responsibilities

- Implement social media and marketing graphics for different service lines and brands.
- Collaborate and oversee projects with the marketing team.
- Develop relevant content topics to reach the company's target customers.



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- Create and curate all graphic related content based on guidelines outlined by the Social Media Strategist and Marketing and Communications Manager.
- Contribute to conversations surrounding the improvement of the brand and social media graphic standards.
- Work directly with the Marketing and Communications Manager(s) and the Social Media Strategist(s) to implement graphics requests.
- Develop client deliverables as assigned.
- Assist the Brand Strategist to implement templates for new branding standards.
- Create and maintain design templates.
- Other responsibilities as assigned.

Preferred Education and Experience

- Current Student or Recent Graduate.
- BFA Graphic Design degree, Advertising Degree, or equivalent work experience
- 1-3 years of experience
- Excellent communicator and creative thinker
- Adobe: InDesign, Acrobat, Illustrator, Photoshop
- WordPress
- Canva
- Microsoft: Word, Excel, PowerPoint, GSuite

Supervisory Responsibilities

Non-supervisory role

Physical Requirements

- Prolonged periods sitting at a desk and working on a computer.

Work Environment

- TMI operates as a virtual office. This role routinely uses video conferencing, internet/VPN, and standard office equipment such as computers, phones, etc.

Position Type and Expected Work Hours

- This is a part-time position. Days and hours of work may vary.

Travel

- There may be occasional overnight travel to attend in-person staff meetings.



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.

Our employee's well-being is one of our priorities and we understand life happens. If you don't feel you will meet all your responsibilities for this role in order to have a positive experience and review, please contact Human Resources.

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.

Please send your resume and work sample to HR@tmiconsultinginc.com.