



**Title:** Graphic Designer  
**Classification:** Full-time non-exempt, permanent hire  
**Department:** Marketing  
**Reports to:** VP of Marketing

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**Objective:** Create sophisticated design for a well-recognized financial services brand promoting the content to advance FP Transitions market position.

**Summary:**

The Graphic Designer works alongside the FP Transitions creative team to maintain and strengthen the established identity of the FP Transitions brand. This role requires a creative thinker who can take complex ideas and turn them into visually appealing designs that are easy to understand. The designer will tackle the right projects in the right timeline collaborating with content writers, videographers, photographers and digital production teams. This person is a creative self-starter who will bring marketing ideas and plans to the table.

**Essential Functions (detailed tasks duties & responsibilities):**

- Demonstrate understanding of target market and service offering through appropriate creative content.
- Utilize HubSpot marketing software and COS for editing website infrastructure.
- Create digital design for ongoing social media, blog posts, email marketing and online landing pages
- Print design design skills for creating brochures, print advertisements and conference attendance materials
- Turn presentation ideas into marketable presentations with a refined PowerPoint design in alignment with the brand standards
- Support internal marketing efforts for multiple teams within the firm
- Collaborate with other members of the marketing team soliciting ideas and feedback to produce appropriate designs for supporting content

**Required knowledge, skills, and abilities:**

- Solid computer skills, including MS Office, Adobe InDesign, Illustrator, and Photoshop.
- Strong understanding of creating PowerPoint presentations
- Knowledge of Hubspot COS and Marketing platform or willingness to learn
- Strong understanding of requirements for print and digital design
- Knowledge of HTML, CSS for basic editing skills in controlled content management systems
- Thorough understanding of marketing elements (including traditional marketing/inbound marketing and digital marketing and market research methods)
- Well-organized and detail oriented



- Exceptional communication and writing skills

**Education and Experience:**

- BSc/BA in marketing or graphic design, or equivariant
- 1-2 years experience in an internal marketing department

**Compensation and Benefits:**

- Salary/wage DOE
- Medical Vision Dental, 401k with 25% employer match
- Company lunches, snacks, team-building events
- Company holidays (including employee's birthday) and accrued PTO

**Physical factors & working conditions:** Professional office environment, remote/on-site/hybrid available as approved by manager, no travel required

**Date revised: 8/15/2021**

