



## **WILLIAM H. SADLIER, INC. JOB DESCRIPTION**

**Position:** Jr. Graphic Designer, Marketing

**Department:** Marketing

**Reports To:** Creative Director, Marketing

### **About Sadlier**

For nearly 200 years, William H. Sadlier, Inc. has been preparing K–12 students for academic success and forming them in the Catholic faith by offering a variety of mathematics, English Language Arts and religious education programs in print and online formats.

Our downtown New York City-based company has thrived on our founders' entrepreneurial spirit and lives on in the sixth-generation family members currently in leadership roles and dedicated employees that have enthusiastically adopted the Sadlier ethos and vision to be a leader in education.

Today at Sadlier, we utilize technology and traditional resources to provide public, private, and Catholic schools and parishes—across the United States and internationally—with materials that support students in achieving their academic goals. Looking to the future, we strive to continue to guide Sadlier toward a third century of innovation and growth.

### **Position Summary**

The Junior Graphic Designer will be a detail-oriented individual with a background in digital media. You will report to the Creative Director, work closely with the design team, and provide support for the Marketing Department through a variety of channels: digital, web, video, and print. Projects consist of creating visual content for email campaigns, websites, social media platforms, and print marketing collateral.

You are able to work independently, while also able to collaborate and accept feedback. You enjoy being part of an energetic, four-person, in-house design team that works at a rapid pace to produce more than 800 projects annually across all channels and delivers on time. You will work with a primarily off-site marketing team of spirited individuals. You are a motivated learner who is eager to share your ideas with the team.



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### **Core Responsibilities**

- Collaborate with the Marketing Team on the conceptual and design development of multiple small- and large-scale projects used across marketing, sales, business development, and internal operations.
- Design and update various marketing materials, including emails, web pages, social images, presentations, digital assets, downloads, flipbooks, tradeshow displays, signage, catalogs, brochures, flyers, and ads (online and print).
- Assist with in-house video production of short videos for social media (recording, editing, etc.).
- Contribute to a well-organized asset library by adhering to operational standards and practices— including file naming, archiving, and workflow protocols—and by creating files with correct technical specifications across all channels.
- Understand our brand and digital presence and execute projects accordingly.
- Make proactive recommendations for improvements, innovations, and cost-effective ideas, including new software and time-effective processes.
- Effectively articulate concepts and creative solutions (visually and verbally).
- Assist with all other marketing and design tasks, such as event campaigns, direct marketing, public relations, social media, etc., as assigned.

### **Ideal Candidate**

- Organized, dependable, and detail-oriented with the ability to handle and prioritize multiple tasks and thrive in a fast-paced, deadline-driven environment. Same-day deadlines are not unusual! An innovative, creative, person with a desire to tweak and optimize processes and best practices.
- Willingness to accept feedback and contribute constructive critique of designs in a collaborative, team environment.
- Excellent written and verbal communication skills necessary to interpret requests and then present design solutions.
- A team player and jack-of-all-trades who can demonstrate flexibility and a willingness to help out wherever needed to contribute to the success of the team and the company.



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### **Education, Experience, Skills Required**

- A degree in graphic design or equivalent work experience; portfolio required
- Two to four years of multi-discipline experience, including digital and print design, and good typography skills
- Proficient knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Microsoft PowerPoint
- Knowledge of video software (PremierPro, After Effects)
- Experience with HTML and CSS

### **Additional Experience/Skills**

- Knowledge of Hubspot or other marketing automation tools and online project management system (iMeet)
- Proficiency in Spanish language a plus

### **Benefits**

- This is a full-time NYC office position (7-hour days/35-hour work week)
- Flex hours: 9:00 a.m.–5:00 p.m. or 10:00 a.m.–6:00 p.m.
- A comprehensive benefits package