

Web and Graphic Designer

Job Summary

The Web and Graphic Designer uses creativity and professionalism in creating both digital and some print projects for Illinois Mutual that maintain and protect the Company's brand equity and support specific marketing strategies. A member of the creative production team, this position works within the Company's Marketing Communications and Research (MCR) department to conceptualize ideas for internal clients while meeting deadlines. At times this position may also work with members of the Information Technology Department to adhere to system and communication guides, encompass project details and complete assignments. The Web and Graphic Designer reports to the Manager, Marketing Communications and Creative Production.

Primary Responsibilities

- Portray excellent design sense and creativity that demonstrate:
 - Clear understanding of the Company's brand and image
 - Ability to organize information and translate it into a meaningful layout
 - Ability to create thoughtful designs from project assignments utilizing the Company's corporate brand standards
- Work effectively and brainstorm with MCR team members to accomplish the goals of marketing campaigns and projects
- Manage and track projects throughout the creative process
- Perform other duties as assigned

Digital responsibilities include:

Meet project deadlines by both creating the visual content and coding/programming for digital projects such as:

- The corporate website and microsites using DotNetNuke, our CMS
- Landing pages that coordinate with marketing initiatives and campaigns
- Code review participation prior to implementation of changes on the website
- Live video process from directing, shooting, editing to final version
- Animated videos from storyboarding to final creation
- Social media posts
- Corporate agent emails using Mailchimp
- Corporate internal communications
- Updating our Employee Forum
- PowerPoint presentations used for agent webinars or other needs
- e-signatures



Print responsibilities include:

Meet project deadlines by creating the visual content of printed materials including:

- Consumer and agent-focused materials such as brochures, flyers, mailers, postcards, newsletters, and trade advertisements as needed
- Materials related to annual campaigns such as Insure Your Love (IYL), Life Insurance Awareness Month (LIAM), DI Awareness Month (DIAM), Customer Service Week, etc.
- Sales workshop and meeting materials including handouts, invitations, etc.
- Corporate internal communications

Qualifications

- Bachelor's degree* in Web Design, Multimedia, Interactive Design, Graphic Design or another related field required.
- Demonstrated design experience supported by online portfolio
- Proficiency in most, if not all, of the following:
 - Using DotNetNuke, our Content Management System (CMS)
 - HTML, CSS, JavaScript, JQuery
 - Image editing and creation software such as Photoshop, Illustrator and InDesign as well as other applications in the creative suite
 - Editing video and audio in After Effects & Adobe Premiere Pro
 - Adobe Acrobat Professional
 - Google Analytics
 - Microsoft Office programs including Word, Excel, Outlook, SharePoint, etc.
 - Social media outlets, including Facebook, LinkedIn & YouTube
 - Macintosh and Windows environments
 - Experience in Workfront is a plus, but not necessary
- Able to travel
- Detail and goal-oriented – must be able to meet demanding and dynamic deadlines
- Excellent interpersonal and problem-solving skills
- Professional attitude, enthusiastic and reliable
- Self-disciplined and able to independently manage multiple projects simultaneously while maintaining quality and limited errors in work
- Experience in an insurance environment desired
- Strong time and project management skills



Qualifications Cont.

- Effective written and verbal communication skills
- Ability and desire to work in a team-oriented environment
- Superior work ethic

*College or university must be sufficiently accredited and listed in the U.S. Department of Education Accreditation Directory.

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