

## **GRAPHIC DESIGN – DIGITAL MEDIA ASSISTANT**

State and Federal Communications, Inc. is an Akron-based research, publishing, and consulting company, with a national presence. We pride ourselves on fostering creativity and driving strategic growth through our comprehensive marketing and business development efforts. Join us in shaping the future of our brand and making a significant impact across diverse industries.

We are looking for a Graphic Design – Digital Media Assistant which will report to the Director of Business Development, and the Senior Graphics Coordinator. The graphic design and digital media role will be involved in marketing and branding initiatives. This dual position will also assist in creating and posting on several digital media platforms. Duties will include creating high level communications materials to be used in the office and at conferences.

### **Responsibilities**

- Responsibilities in graphics include creating materials for print and digital communications including advertisements, brochures, infographics, proposals, and more.
- Utilize writing skills to create social media, correspondence, and communication including newsletters, press releases, blogs, conference, marketing, and sales materials.
- Represent the company in media messaging for internal and external communication.
- Execute marketing plan to portray our branding, awareness, and company position in all materials.
- Demonstrate ownership of all assigned projects with deadlines in dealing with communication.
- Generate social media posts from community events and conferences.
- Use creativity in creating new opportunities for the company in digital media.
- Utilize marketing automation software Act-On, Hootsuite, and others.
- Manage monthly marketing calendar utilizing Monday.com and provide calendar content for Compliance Now.
- Maintain LobbyComply blog with original content development, research department updates, and events.
- Assists co-workers with day-to-day marketing and communication tasks.
- Self-starter who is eager to learn, grow and develop; proven ability to thrive with deadlines.
- Perform other duties assigned by manager.

### **Software**

- Candidates must be proficient in Adobe Creative Cloud including Adobe Illustrator, Adobe In-Design, and Adobe Photoshop
- Microsoft Software - Word, Power Point, Teams, and Excel
- Prezi
- Camtasia

### **Preferred abilities**

- A forward thinker who is aware of current trends and has excellent verbal and written communication skills.
- Possess the ability to work in a fast paced, fluid work environment with tact and diplomacy.
- Bachelor's or Associate's degree in graphic design, marketing or communication
- Internship or graphic design experience in corporate or agency setting desired.
- Background with digital media platforms and posts on Facebook, Twitter, Instagram, etc.
- Utilizes marketing automation software.

### **Application Instructions:**

Competitive salary and benefit package include company-paid medical, dental, and vision insurance, 401K, short and long-term disability insurance, life insurance, Flexible Spending Account Plan, a generous annual PTO benefit, company-paid parking, professional development, and opportunities for partial work from home schedule. To be considered, e-mail resume and salary requirements to [hr@stateandfed.com](mailto:hr@stateandfed.com).