

VISIT BUCKS COUNTY

Pennsylvania

Job Title: Graphic Design Assistant

Reports to: Graphic Designer

Summary: Visit Bucks County (VBC) is the official tourism promotion agency for Bucks County, PA. The tourism office promotes all there is to see and do in Bucks County to potential visitors and residents. In addition to consumer travel, VBC targets sports tournaments, motorcoach groups, meetings, special events and weddings.

The responsibilities for this position include, but are not limited to:

- Assist Graphic Designer in delivering graphics from concept to execution for all marketing projects including brand marketing campaign, internal and external marketing graphics and collateral.
- Designs original creative based on requirements and deadlines provided by the Graphic Designer.
- Creates and produces graphic materials using a range of media, methods and techniques.
- Ensures consistency and follows brand standards for all in-house campaigns.
- Maintains an organized archive of all past jobs including proofs and final files.
- Meets with marketing & communications team to determine creative direction and complete additional job requests.
- Research industry trends and best practices to propose ideas to VBC for possible implementation.
- Create pages and update content/photos using VBC's VisitBucksCounty.com content management system.
- Assist with photo/video shoots.

The successful candidate for this position possesses the following skills and abilities:

- Proficient in InDesign, Photoshop, Illustrator, Flash, Video editing and production using Final Cut Pro.
- Working knowledge of HTML email, HTML5, CSS3 is a plus.
- Experience with producing video and graphics for social media.
- Ability to meet deadlines and work independently on assigned tasks.
- Minimum of 16 hours per week.
- A sense of humor.

Please send cover letter, resume and portfolio to: GraphicDesign@VisitBucksCounty.com. No phone calls, please.

*Visit Bucks County is the official tourism promotion agency for Bucks County.
VisitBucksCounty.com*