

CREATIVE DESIGN COORINATOR

APPLICATION DEADLINE IS MONDAY, February 3, 2025 AT 11:59PM

Division: Communications

Reports to: Director of Communications

Location: Tennessee (Location Flexible)

Full-time/Part-time: Full-time

Salary Grade: L

Monthly Salary Range Minimum: \$4,517

FLSA Classification: Non-exempt (01)

Critical features of this job are described under the headings below. They may be subject to change due to changes in our business processes or other business-related reasons.

POSITION SUMMARY: Supports the Communications Division as a creative project coordinator and provides expertise in design for print and electronic distribution. Uses creativity and technical design abilities to create marketing materials and publications for the agency.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Essential duties and responsibilities include the following. Other duties may be assigned.

- Serves as a creative designer; develops graphics such as icons, logos, buttons, and infographics; develops print- ready hard copy materials and materials for electronic dissemination; creates design templates and other visual aids for the agency;
- Creates layouts for publications, securing photographs and designing graphics; researches functional and attractive designs to achieve high usage and customer satisfaction.
- Brainstorms innovative ideas, generates design mockups, refines concepts based on feedback, and ensures aesthetic consistency across all deliverables.
- Follows design briefs to successfully take projects from concept to completion.
- Demonstrates an understanding of brand development and multichannel marketing concepts.
- Ensure brand and design consistency across agency materials.
- Designs resources that effectively reach THDA constituents through written and visual means in various presentation capacities.
- Understand the wide variety of photo editing and publication software;
- Follows copyright laws.
- Supports communications efforts as assigned for the annual housing conference.
- Keeps abreast of new and emerging technologies and industry best practices in communications through research; shares findings with other staff as appropriate.
- Uses a strong attention to detail when creating materials and ensure standards
- Other duties as assigned.

MINIMUM QUALIFICATIONS

The requirements listed below are representative of the knowledge, skills, and/or abilities required.

Education and Experience:

- High School diploma or equivalent GED.
- Degree or certification in graphic design, art, film, web design, public relations, marketing, communications or

related field is preferred.

- Two years of experience in related field.

The above qualifications express the minimum standards of education and/or experience for this position. Other combinations of education and experience, if evaluated as equivalent, may be taken into consideration.

Knowledge, Skills, Abilities, and Competencies:

- Advanced user of Adobe Creative Suite on a PC.
- Demonstrated knowledge of fundamental principles of graphic design: image making, typography, composition, working with color and shape, and white space.
- Skilled in photography.
- Skilled in using a Content Management System (CMS) to maintain websites.
- Strong interpersonal skills: ability to interact with the public and other organizations in a responsible and professional manner.
- Builds and maintains positive relationships with internal and external constituents.
- Strong verbal and written communication skills.
- Maintains credibility through sincerity, honesty, and discretion.
- Builds and maintains positive relationships with internal and external constituents.
- Strong organizational skills.
- Ability to think creatively and work both independently and as part of a team.
- Ability to manage multiple projects while working under pressure to meet deadlines.
- Strong time management skills; uses time effectively; consistently meets deadlines.
- Documents information, correspondence and records regularly, thoroughly, accurately with a high level of accuracy.
- Exercises good and consistently fair judgment, courtesy, and tact in dealing with the staff and public in giving and obtaining information.
- Computer literate: proficient in Adobe Creative Suite, Craft CMS, Microsoft Office products, and the internet; experience with video editing software; able to effectively adapt to and use other computer systems as needed for daily activities.

Special Demands:

The special demands described here are representative of those that must be met by a staff member to successfully perform the essential functions of this job.

- Current, valid driver's license from domicile state and the ability to drive.
- Possible in-state or out-of-state travel, including overnight travel.
- While performing the duties of this job, the employee is regularly required to sit; stand; use hands to finger, handle or feel; and talk and hear.
- The employee is occasionally required to walk; reach with hands and arms, and stoop, kneel, or crouch.
- Specific vision abilities required by this job include close vision, distance vision, and the ability to adjust focus.

BENEFITS: THDA offers an excellent benefits package: medical, dental, vision, and life insurance options; disability insurance; retirement plans; flexible benefit pre-tax accounts for medical, dependent care, transportation, and parking; annual leave and sick leave that begin accruing after the first month of employment; and 11 paid holidays per year. We also offer work-life balance opportunities through alternative work schedules, flexible schedules, and telecommuting.

EQUAL OPPORTUNITY/EQUAL ACCESS/AFFIRMATIVE ACTION EMPLOYER

PLEASE VISIT OUR WEBSITE AT WWW.THDA.ORG AND FOLLOW THE ONLINE APPLICATION INSTRUCTIONS