



Title: Creative & Design Manager

Reports to: Chief Marketing Officer and VP of Marketing

FLSA Classification: Exempt

Position Summary

The Creative and Design Manager is responsible for developing and implementing creative assets and content for the organization's marketing needs across all brands affiliated with Memphis Tourism. Work closely with internal departments and help with all visual content for branding, advertising campaigns, marketing messages, and presentations.

Essential Job Functions

- Develop original content for marketing collateral.
- Manage creative projects and requests from staff and partners.
- Develop and implement concepts and guidelines in all facets of design and creativity to project completion.
- Collaborate and assist all internal departments with creative needs.
- Work closely with advertising agencies and vendors.
- Assist in gathering information and research for visual content.
- Manage print production of marketing materials.
- Assist with promotional activities.
- Assist in brand asset management.
- Assist with online marketing including email and social media assets.
- Assist with the company websites, social media content, and updates.
- Assist in maintaining accurate data via CRM software (Simpleview) and website SEO.
- Assist the marketing team in developing strategic messaging/campaigns to serve multiple target audiences and to achieve specified quantifiable goals.
- Help manage all visual content including, but not limited to, logos, photos, videos, and all branding assets (i.e., photo/video shoots, rights management, talent management, production schedules, etc.)

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Position Requirements & Qualifications

Education/Experience

- Associate's degree in Graphic Design or equivalent experience and training
- Awareness of intellectual property & copyright protocols
- Photography and video editing skills are desired but not essential
- Requires a minimum of 3-4 years of graphic design experience

Knowledge, Skills, and Abilities

- Proficient design software in Adobe Creative Suite
- Ability to manage several creative projects
- Analytical, planning, and organizing skills
- Excellent creative skills and a great eye for detail

Working Conditions & Physical Demands

- Typically, the employee may sit comfortably to do the work. However, this position occasionally requires attending trade shows that involve long hours on a convention/trade show floor with little opportunity to rest, and attending local social functions required for networking, etc.
- This position requires in-office work and is not remote.
- Required to work some evening and weekend hours.

This is a description of the general nature and level of work to be performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel in this position.

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