

## **Invest Buffalo Niagara – Designer (Graphic, Print, Digital, Web)**

Do you love the Buffalo Niagara region? Are you a passionate, creative, techy who loves all things design! If so, Invest Buffalo Niagara (InBN) has a full-time position available for a Designer to develop digital and print graphics for our organization and partner organizations. The mission of Invest Buffalo Niagara is to attract new businesses and talent to our region. You should have command of best practices and trends, enjoy being creative, be able to manage multiple projects at a time and have great organizational and time management skills. We are looking for a total team player with a positive, results-oriented attitude looking to make an impact in our organization – and our community.

A passion for the Buffalo Niagara region is a must!

### **What You'll Be Doing**

- Provide design services for Invest Buffalo Niagara (and constituents) by maintaining asset toolkit while producing additional graphics for marketing campaigns, presentations, collateral, websites, e-communications, events, and digital media posts
- Monitor all assets for ensuring accurate representation of brand and mission
- Maintain and update Invest Buffalo Niagara's two websites elevating the online user experience with digital assets that are educational and impactful
- Organizing and filing completed projects/assets electronically
- Support project traffic with both internal and partner projects

### **Skills & Qualifications**

- Bachelor's degree in Graphic Design, Digital Arts, or related field
- Fluency in Adobe Creative Cloud: InDesign, Illustrator, and Photoshop; Basic Flash, Dreamweaver, HTML and CSS coding skills; Exhibits the traits of a life-long learner, staying sharp and evolving with Design software as it continuously advances
- Working knowledge of design and motion graphic techniques, best practices for optimized digital asset delivery, social media and website trends, and print production methods.
- Must be able to express creative ideas while responding in a positive fashion to constructive criticism/critique and work well in a collaborative team-based setting
- Exceptional organizational skills with the ability to manage deadlines and an understanding of a traffic-based, project management workflow system
- Familiarity with Microsoft Word, Excel, and PowerPoint and experience with a data base software application like Outlook, or Microsoft CRM beneficial
- Experience in platforms such as Hubspot, Wordpress, Brandcast (or similar)
- Strong attention to detail expected

### **What We Offer You**

- A fun, vibrant, open company culture that welcomes innovation and creativity from everyone
- A team of professionals who inspire and help each other
- Be part of the fresh and exciting developments as the Buffalo Niagara region continues to grow
- Salary commensurate with experience
- Hybrid work culture

### **How to Apply**

- Applicants must submit a cover letter, resume, examples of work or links to an online portfolio; please send salary requirements
- Send all information to [info@buffaloniagara.org](mailto:info@buffaloniagara.org), email subject line **Designer Posting**
- Applications due by no later than February 17, 2023

While we appreciate the interest of all applicants, only those selected for an interview will be contacted. No phone calls please.