

Michigan Realtors® Position Description



MICHIGAN REALTORS®

Job Title:	Graphic Design & Marketing Specialist		
Department:	Operations		
Reports to:	Communications & Marketing Director		
Approved by / Date:	J. Kras / 05-19-15		
Salary Range:		FLSA Status:	Non-Exempt
Supervisory Responsibilities:	No		

Position Summary: In conjunction with Michigan Realtors’® marketing plan and initiatives, the **Graphic Design & Marketing Specialist** is responsible for designing, implementing, and maintaining creative and innovative marketing materials that educate both internal and external audiences about Michigan Realtors’® mission, member services, and events. This role assists with the promotion of resources and services via various delivery channels and evaluates for member and potential member utilization. Additionally, the Graphic Design & Marketing Specialist is responsible for promoting a positive image that projects distinctiveness and brand recognition. This position will also manage daily website maintenance and perform social network updates.

Essential Functions:

Safety & Security

Follows all safety and security policies and procedures and works in a responsible manner so as not to create a hazard to oneself or others; maintains confidentiality when dealing with customers’ information.

Quality

Maintains a quality mind-set at all times to ensure for the delivery of best-in-class services and resources, and unsurpassed member and customer satisfaction with a focus on maximizing member value.

Customer-Focus

Provides a superior experience for our members and industry partners by bringing passion, dedication, and integrity to the job every day.

Business Operations

- Continuously adds value by providing objective and innovative support services; manages resources responsibly, efficiently and with accountability.
- Manages multiple projects from concept through completion; coordinates the layout and design, print production, and distribution of documents, program books, marketing brochures, and promotional pieces for numerous events and meetings (i.e., Achieve, Broker Summit, Convention & Expo, Pac for the SOO, Go Grand, etc.)
- Creates all brand identities and logos for Michigan Realtors® and the various subsidiary companies and programs.
- Develops creative and innovative design concepts that meet the business objectives of the organization with the intent to advance and support the brand strategy.
- Establishes creative direction for the entire line of visual representation of project outlines and in-print.
- Generates multiple concepts for a campaign or project and collaborates with the internal project team to identify effective strategies to present concept(s) to senior staff.
- Increases brand awareness, relevant differentiation, value, accessibility, and emotional connection.



- Creates new identities for brands/sub-brands, collaborates with the project team to develop the brand plan, and monitors progress against the plan.
- Drives brand understanding and support throughout the organization; champions initiatives that support the delivery of the brand promise.
- Maintains brand identity and consistency.
- Maintains the Social Media Policy Manual, making revisions when applicable, and reviews with all new hires.
- Optimizes, maintains, and monitors the platforms and Michigan Realtors® marketing strategies within Facebook, Twitter, and LinkedIn.
- Creates social media content, maintains interaction with users, and proactively oversees social media commerce.
- Builds and implements social media and email marketing campaigns and measures the output (return on investment) against specific objectives.
- Assumes a consulting and advising role relative to maintaining the online environment including new opportunities and initiatives, threats, development of digital identity and online presence, and potential for new business opportunities.

Non-Essential Functions:

- Maintains a neat, orderly, and organized work area at all times.
- Performs other related duties, as assigned.
- May be temporarily rotated to other positions within and outside of home department in order to meet organizational needs.

Job Specifications:

Education & Experience

- Associate's degree in Applied Science - Graphic Design, Marketing or related discipline with a minimum of 2-years of work experience as a Graphic Designer in a professional environment is preferred, or; Certification in Graphic Design with a minimum of 3-years of work experience is required.

Knowledge, Skills & Abilities

- Comprehensive experience in graphic design, including print and web graphic design platforms.
- Strong knowledge managing and developing publication and website content.
- Demonstrated proficiency using standard office software and graphic design and publishing applications including Adobe InDesign, Photoshop, Adobe Acrobat Reader, Illustrator CBI, Java Script and Microsoft Office; understanding of Web platforms and HTML is preferred.
- Strong, practical knowledge of Internet and Web-related concepts such as email, FTP, Web-ready graphics, search engines, and Web browsers.
- Excellent writing, grammar, and editing/proofreading skills.
- Ability to work under pressure and meet deadlines; ability to work with minimal supervision.
- Strong initiative and problem solving skills; willingness to assist others.
- Demonstrated ability to exhibit a positive personal image when dealing with the public and internal and external customers, and the community.
- Positive, collaborative, and effective interpersonal skills; strong customer service orientation.
- Strong initiative and problem solving skills; willingness to assist others.



- Effectively uses initiative to stay abreast on the latest trends and practices within marketing/graphic design.
- Some travel may be required to support business events and conferences.

Physical Requirements:

- Frequently required to use hands and fingers to handle, feel or operate equipment, and reach with hands and arms.
- Frequently required to talk and hear; frequently required to stand and walk.
- Occasionally required to climb, balance, stoop, kneel, crouch, bend, twist, and crawl.
- Occasionally required to lift, push, pull and/or move up to 25 pounds.
- Specific vision abilities required include: close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

I have read the above position description and will comply with the requirements of my position with Michigan Realtors® to the best of my abilities.

Employee Signature

Date