

Graphic and Digital Marketing Designer

Polk County Government's Communications Division is looking for a team player to provide support to the team for the implementation of online marketing strategies across several platforms including social media, website, email and our employee engagement app. Some assignments will include traditional print, including flyers and brochures. We are looking for a creative with strong writing and organizational skills with the ability to work in a fast-paced, deadline-driven environment.

This is a part-time, in office position located in Bartow, FL.

DUTIES:

- Assist in the formulation of strategies and marketing plans for our divisions
- Design and prepare digital promotions including social media graphics, email newsletters, website pages, mobile apps and traditional marketing collateral
- Update the website, workforce app and social media daily with new content and graphics
- Create and maintain brand and design consistency across all projects
- Be actively involved in SEO efforts (keyword, image optimization, etc.)
- Manage multiple project deliverables under tight deadlines
- Photography and Photoshop editing

KNOWLEDGE, SKILLS, ABILITIES:

- Excellent skills in Adobe Creative Suite & Microsoft Office
- Expertise in website content management
- Responsive design for desktop/tablet/mobile
- Well-versed in social media, especially Facebook, Twitter, LinkedIn and Instagram
- Photography
- Able to perform and work well independently and as part of team
- Strong attention to details
- Excellent verbal and written communication skills
- Excellent interpersonal skills
- Ability to stay on task, meet deadlines, and follow through on assignments.

QUALIFICATIONS:

- Bachelor's or Associate's degree in Graphic Design, Marketing or a related field
- 2+ years of related experience

To apply, please submit a digital portfolio, as well as your resume and a short description why you would be an ideal candidate for this position to miannenelson@polk-county.net.