

Job Title: Graphic Designer & Digital Coordinator/Executive Assistant

Location: Visit Pella, Visitor Center, Pella, Iowa

Position Type: To Be Determined

Key Responsibilities:

1. Graphic Design:

As a Graphic Designer & Digital Coordinator, you'll have the opportunity to create engaging visual content for marketing campaigns, advertisements, visitor guides, event promotions, and other tourism-related materials, allowing your creativity to shine.

Design digital and print collateral, including brochures, posters, banners, social media graphics, and newsletters.

2. Website Management:

- Maintain and update the Visit Pella website to ensure current, accurate, and visually compelling content.
- Optimize the website for SEO and user experience.

3. Social Media Management:

- Develop and schedule creative content for Visit Pella's social media channels (Facebook, Instagram, etc.).
- Monitor engagement and respond to comments or inquiries on time.

4. Print Advertising/Visitor Guide:

- Design and coordinate print advertisements for local and regional publications.
- Work with external vendors to ensure timely production and quality of printed materials.

5. Visitor Services & Administration:

- Answer phones and respond to general inquiries via email.
- Greet and assist visitors to the Visitor Center, providing information about local attractions and events.
- Assist with other office duties as needed to support the team.

Qualifications:

- Proven experience in graphic design with a strong portfolio showcasing print and digital work.
- Proficiency in design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Experience in website management and basic knowledge of HTML/CSS is a plus.
- Excellent communication skills, both written and verbal.
- Ability to multitask and prioritize tasks in a fast-paced environment.
- Familiarity with social media platforms and content creation.
- Strong attention to detail and problem-solving skills.