



## **Design Specialist**

### **Description**

Assist with the development of corporate, product and brand graphic content and web pages. Be able to anticipate project needs, discern work priorities, and meet deadlines with little supervision, and be willing to work occasional evenings and weekends.

### **Key Performance Indicators**

1. Successfully produce SomnoMed graphic content
  - Produce graphic art and visual materials for advertisements and informative and instructional material through a variety of media.
  - Create designs, concepts and sample layouts and then maintain graphic content.
  - Produce web, video, animation and audio projects; tasks include technical production and storyboard layouts.
  - Develop and maintain a corporate style guide.
  - Participate in brand strategy discussions.
2. Successfully manage SomnoMed websites
  - Design and develop company websites to ensure strong optimization and functionality.
  - Assist in the planning of overall company policy regarding search engine optimization and web development.
  - Monitor site technical performance, code web pages and work in a variety of development frameworks.
3. Successfully administer design and advertising activities
  - Assist with preparing budgets and keep track of actual advertising and design finances.
  - Update weekly and monthly dashboards and provide monthly progress reports.
  - Provide program overview to sales team for major advertising and design campaigns.
  - Coordinate scheduling of advertising and event sponsorship with Events and Promotions Manager.
4. Fulfill company communication events
  - Prepare design and layout for;
    - o quarterly newsletters; March, June, September and December
    - o specialty program communications & advertisement campaigns

### **Qualifications**

- Bachelor's Degree in Graphic Design, Arts and/or Marketing required
- 2+ years design experience including working knowledge of Adobe Photoshop, Adobe Illustrator, CorelDRAW and/or Adobe InDesign

### **Skills & Abilities**

- Excellent communication skills, including writing, proof reading and speaking
- Excellent interpersonal skills both in person and by phone, with high professionalism
- Ability to accomplish projects with little supervision

**Function:** Marketing      **Location:** Frisco, TX

**Schedule:** Full-time      **Travel:** Less than 1 week a month, possible customer site visits within North America