

**TITLE:** Graphic Designer  
**REPORTS TO:** Senior Marketing Manager  
**JOB STATUS:** Full Time, Exempt  
**LOCATION:** Rochester, NY

---

### **POSITION SUMMARY**

The Graphic Designer is expected to be an innovator on every project. This role is responsible for continuously maintaining the company's brand aesthetics, both internally and externally. This position will provide ongoing support of all of Riedman's digital assets including images, and video assets. This also includes reviewing, updating, and maintaining the company's visual representation in all aspects of design including typography, composition, and color.

### **ESSENTIAL RESPONSIBILITIES**

- Collaborate with internal stakeholders to understand marketing brand and presentation needs based on short- and long-term goals
- Develop and design layouts, edit graphics for Riedman website and social sites such as Facebook, YouTube and LinkedIn
- Create and update digital and/or print marketing assets such as brochures, flyers, emails, signage, infographics, reputation management etc.
- Conceptualize, design and implement creative graphics and content both print and digital
- Coordinate with Senior Marketing Manager to confirm marketing objectives, creative direction and brand consistency
- Procure photography, videography, and 3D virtual tours as needed and maintain media library management (resize, label, file, upload)
- Manage utilization and archive of all project artwork
- Ability to do light photo retouching to enhance photos
- Work with media outlets to place advertisements
- Conduct basic market research to identify customer trends, competitor offerings and demographic data
- Comply with the ISO 9001:2015 and Riedman Homes Quality Management System provisions/requirements
- Maintain Riedman Companies brand marketing assets such as logos, style guides etc.
- Assist with social media campaigns for entire company
- Support and maintain company website, YouTube channels, Facebook, LinkedIn, Google My Business, Instagram, Pinterest, and Houzz with senior marketing manager
- Assist in the coordination of special events and promotions
- Coordinates and review community newsletters
- Assist in monitoring /tracking the reputation of the brand on various outlets
- Familiarity with the latest trends, technologies and methodologies in graphic design, web design, production, etc.

### **OTHER RESPONSIBILITIES**

- Serve as backup content administrator for Riedman.com
- Other projects as assigned

## **MINIMUM QUALIFICATIONS**

- Bachelor's degree in Graphic Design or related field, or Associate's degree with minimum of two years graphic design experience
- Proficient in Adobe Creative Suite: Illustrator, InDesign, and Photoshop
- Proficient knowledge with social media platforms (Facebook, LinkedIn, Instagram, etc.)
- Knowledge of Microsoft Office Suite (Word, Excel, PowerPoint, Outlook 365)
- Basic understanding of HTML coding a plus
- Constant Contact knowledge a plus
- Experience working in the real-estate field (property management, development, sales, construction) preferred

## **SKILLS AND ABILITIES**

- Excellent eye for detail and communication skills
- Ability to think creativity and innovatively.
- Strong teamwork, time management, and project management skills.
- Ability to service both, internal & external customer needs in a professional and consistent manner
- Must have excellent customer service and interpersonal skills.
- Must be detail oriented, assertive and a self-starter
- Ability to demonstrate a commitment to the Riedman Mission, Vision and Core values

## **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee may also be required to drive and travel throughout Greater Rochester, Erie PA, Finger Lakes and Southern Tier regions.

## **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.