



Greater Wichita  
Partnership

## **GREATER WICHITA PARTNERSHIP**

### **Graphic Design Manager**

October 2022

#### ABOUT THE GREATER WICHITA PARTNERSHIP

The mission of the Greater Wichita Partnership (Partnership) is to align resources and focus the business community on common strategies that fast-forward economic growth in Wichita and South Central Kansas. The Partnership focuses on three key priorities: Jobs, Talent, and Quality of Place.

#### ABOUT DOWNTOWN WICHITA

Downtown Wichita (Downtown) amplifies the energy, capital and growth of downtown by empowering residents, visitors, and businesses to explore the possibilities of our city's core. The mission is to cultivate opportunities that revitalize and enhance Wichita's urban core as we collaborate with stakeholders to stimulate investment and interest in downtown.

#### POSITION DESCRIPTION

The Graphic Design Manager is responsible for the design, development and creation of all graphics needed across multiple brands and platforms that align with the Partnership's overall marketing & communications strategies and goals.

The Graphic Design Manager supports the communications and marketing team by designing digital marketing content and materials for various marketing & communications projects and campaigns. Duties include, but are not limited to:

- Acts as a visual storyteller by developing graphics that concisely convey complex initiatives in an easy-to-understand way.
- Works collaboratively with international show representatives for tradeshow needs globally.
- Maintains working relationships with printers, internal/external teams, and other outside contractors as necessary to complete projects.
- Maintains brand alignment for a variety of brands by developing graphics and digital marketing that capture the brand elements, audiences and needs for each brand.
- Develops on-brand digital marketing content, collateral, graphics for website and other materials that tie into the overall communication goals of the organization.



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- Creates presentations for external audiences, economic development pitches and educational opportunities.
- Creates items such as annual reports, presentations, investor materials, ads and directional signage for meetings and events.
- Designs responses to RFP's, RFQ's, and RFI's in a timely manner.
- Creates templates and provides designs and layouts for multiple needs and platforms.

Successful integration and collaboration with other Partnership and Downtown areas is critical to achieving the overall organizational mission. This role reports to the EVP of Strategic Communications and collaborates across the entire organization.

#### REQUIRED SKILLS, KNOWLEDGE, AND ABILITIES

- Bachelor's Degree in Graphic Design or related field
- 3-4 years' experience in graphic design
- Expertise in creating visual graphics and digital marketing content
- Experience with motion graphics is a plus
- Experience with development of brand voice and brand alignment across multiple channels and platforms
- Experience with Adobe Creative Suite
- High level of initiative with ability to self-motivate, and highly detail oriented
- Ability to work in a fast-paced environment
- Strong skills with Microsoft Office Suite
- Competent at handling confidential information in a discreet manner
- Valid driver's license

#### WORK ENVIRONMENT / PHYSICAL REQUIREMENTS

Work tasks are generally performed in a controlled, office environment using computers and other office equipment. The role requires the employee to:

- Stand and walk on a daily basis
- Sit or stand for long periods of time
- Occasionally bend, stoop, squat, and twist
- Occasionally lift and carry up to 25 pounds and push or pull up to 50 pounds
- Visualize a computer screen on a daily basis
- Talk with and listen to others on a daily basis
- Works outside of core business office hours as needed.



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### COMPENSATION AND BENEFITS

Salary Range: \$53,000-\$68,000, dependent upon skills and experience.

Compensation is commensurate based on experience and qualifications. The position is not eligible for overtime compensation, but every effort is made to recognize excess time worked and adjust schedules accordingly when work allows.

Benefits package includes company-sponsored health and dental insurance plan, paid sick leave, vacation time and holidays and an employer-paid life and long-term disability insurance plan.

Employee can also participate in 401(K) retirement savings plans with an employer match. The Greater Wichita Partnership is an equal opportunity employer.

Please submit resume, cover letter and references to [client.connect@aghlc.com](mailto:client.connect@aghlc.com) to apply.