



TITLE: Graphic / Web Designer

DEPARTMENT: Marketing

REPORTS TO: Marketing Manager

COMPENSATION: Competitive wages based on experience

BENEFITS: Medical, dental, vision, life insurance, short and long term disability insurance, paid time off package, 401k with company contribution, FSA or HSA options, educational assistance, dependent scholarship program, onsite fitness center, and much more!

General Responsibilities:

Under the direction of the Marketing Manager, the Graphic / Web Designer maintains and implements the design for Gorbel's websites. Also assists with graphic design for print publications, including brochures, sell sheets, promotional fliers, direct mail pieces, and trade show signage. Supports other marketing and company programs.

Essential Job Duties:

- Work between the Information Technology department and Marketing to implement improvements to the website.
- Work within Established graphic standards for website, social media and print.
- Design the layout, content and graphical appearance of new web publications and print collateral that supports the high tech, professional image Gorbel is promoting.
- Create landing page templates and new content page templates for the website.
- Improve the interface design of the website to improve user experience and conversion rates for site visitors.
- Conduct A – B testing of web designs and content.
- Maximize the results we can achieve using our Sitefinity content management system.
- Continuous improvement of the websites.
- Responsible for maintaining a responsive design website with a high level of cross-browser compatibility.
- Use site traffic reports to identify opportunities to improve the effectiveness of the website.
- Create graphics to support other company activities.

Essential Skills:

- Ability to work independently, anticipate questions or problems, and work through a solution.
- Ability to organize and stay on top of several different projects at once.
- Ability to coordinate, plan, and manage large projects.
- Prioritize the workload of many different projects.
- Ability to successfully make progress on multiple projects at the same time.
- Experience with HTML, CSS, graphic design and Adobe Creative Suite, Java Script, cross browser compatibility, responsive design, Sitefinity (or similar content management systems), user testing, human/computer interaction experience.
- Experience successfully working in a team environment.
- Excellent written and verbal communication skills.



Minimum Requirements:

- Proven Communication Skills
- Graphic Design Experience
- Experience with HTML, CSS, Java Script, graphic design and Adobe Creative Suite
- MS Word
- MS Outlook
- Ability to communicate in English
- Bachelor's Degree
- Ability to do essential duties

ADA Physical/Mental/Workplace Requirements:

- Occasional lifting up to 25 lbs.
- Sitting, working at desk/personal computer for extended periods of time.
- Primary work environment is professional corporate office.

Gorbel, Inc. is an equal opportunity employer.