



Visual Communications Manager

The Charlotte Symphony is seeking a top notch graphic designer to join our busy marketing and communications team. We're looking for an individual who can seamlessly convert written and verbal strategic direction into a broad assortment of creative deliverables, including web, digital, print, video and out-of-home.

Reporting to the VP of Marketing and Patron Experience, working alongside marketing team members, and providing graphic services across the organization, the ideal candidate will have an intimate understanding of how marketing and communications campaigns work, especially in the performing arts and/or live entertainment sectors. We work in a fast-paced environment and are looking for a candidate that can hit the ground running and effortlessly manage multiple projects. Applicants with a passion and background in music will be given prime consideration.

Responsibilities:

- Design and produce a broad assortment of marketing, communications, fundraising and education materials, including web, digital, print, video and out-of-home.
- Work collaboratively with marketing team members, and other internal customers, to establish design direction for a wide range of concerts, events and campaigns. Incorporate relevant input from various departments. Make recommendations pertaining to design, layout, typography and format. Help facilitate communication flow to meet expectations.
- Ensure consistency of visual communications across all deliverables and follow established brand guidelines to ensure the consistency of work and maintain the integrity of CSO brand.
- Provide strategic input and insight to marketing team and leadership.
- Maintain the organization of art files on the network.
- Collaborate with external partners, agencies and vendors.
- Monitor and report on activities, and provide relevant information to management and team.
- Regularly attend CSO concerts and events; shared concert duty responsibilities.

Qualifications:

- Highly motivated, creative individual with strong interpersonal skills, excellent organizational and project management skills and a positive attitude.
- Skilled at both detailed processes and conceptual, strategic thinking.
- Thrives in a deadline-driven environment, with the ability to coordinate multiple projects simultaneously and manage production schedules and competing deadlines while adhering to budget parameters.
- Enjoys working as part of a flexible, fast-paced marketing team, while incorporating the needs, requests and critiques of various departments and internal customers.
- A team player who can take initiative and work independently with minimal supervision.
- Strong written and verbal communications skills are necessary, along with a firm command of grammar, punctuation and spelling.



Education and Experience:

- Bachelor's degree from an accredited college or university with major emphasis in graphic design preferred.
- A minimum of five years' experience in agency or in-house creative department; at least two of those must demonstrate significant responsibility in helping to integrating design concepts into overall branding and marketing programs.
- Fluency in Microsoft Office is required; experience/expert knowledge of using the Adobe Creative Suite, InDesign, Photoshop preferred. Video editing software experience, a plus.
- A stellar portfolio showcasing a variety work in both print and digital.
- A solid sense of design, layout, color, and typography.
- A strong understanding of creating information hierarchy through typography.
- A strong understanding of printing and prepress standards and mailing requirements.
- Familiar with branding and comfortable adhering to style guides.
- Experience with: sourcing and editing artwork and photos; illustration; photography; video editing; web design and html.
- Experience designing a wide variety of collateral including: publications/catalogs, direct mail, web and email, print and digital ads, video, flyers, forms, banners and signage.

Full-time salary with benefits. For consideration, please forward a cover letter and resume, including salary history to Karen Mueller O'Neill at employment@charlottesymphony.org.

EOE – We value diversity in our workforce.