



## **Graphic Designer and Creative Strategist**

LINK Strategic Partners is searching for a design leader and brand steward. The Graphic Designer & Creative Strategist works closely with our cross-functional team of firm leadership, project managers, associates, and clients. This position requires exceptional design capability and versatility across function and software, both with print and digital design, as well as the ability to effectively communicate creative concepts directly to clients and potential partners. The candidate must have proven high standards to ensure a superior product through clear communications, as well as broad, conceptual thinking that pushes our design team and project managers to develop creative multichannel marketing campaigns and collateral.

### **Responsibilities**

- Set design strategies that meet marketing objectives and drive clients towards their goals
- Direct and perform design work that meets a high standard of quality for both print and digital platforms
- Deliver fresh and innovative creative solutions
- Present creative work to senior leadership and clients, effectively communicating strategies and concepts to gain support
- Counsel clients regarding design issues, working collaboratively to develop and revise design strategies and concepts
- Provide clear art direction and constructive feedback to direct reports, illustrators, copywriters, and project managers resulting in superior creative solutions that meet project objectives
- Manage project schedules, budgets and labor, providing accurate forecasts based on current workload and projected future spending in weekly updates
- Lead, inspire, and motivate teams to drive creative excellence, innovation, and results that meet productivity standards while maintaining high morale
- Evaluate ongoing organizational needs, structure, and workflow as they relate to design for a rapidly evolving communications firm
- Help manage processes that streamline creative intake, visual design timelines, asset production, and development handoff
- Design digital materials, including screen designs and prototypes
- Optimize graphic images for web, utilizing web standards to ensure best in class design
- Design brand identities, style guides, brochures, advertising layouts, annual and other reports, publication covers, PowerPoint presentations, as well as other marketing/communications assignments
- Other duties as assigned to meet business and client objectives



## **Desired Skills and Experience**

- BFA in Graphic Design and/or equivalent experience: 5-7 years of design work in branding, retail environments, and advertising
- Proficient in InDesign, Photoshop, Illustrator, and Microsoft Office
- Proficient in web design, HTML, and CSS, and experience in Web trends
- Leads by example, is collaborative, and excels at building partnerships
- Project management strength—ability to plan, prioritize, organize, and delegate work effectively
- Ability to manage multiple fast-paced projects.
- Keen attention to detail
- Proven strength in problem analysis and decision-making
- Ability to produce 508 compliant web deliverables, PDFs and Microsoft Office deliverables is a plus. If this is not a skill, candidate will need to develop this skill in the first 60 days of employment

To apply, please email a resume, cover letter, and two design samples to [careers@linksp.com](mailto:careers@linksp.com). Please put “Designer” in the subject line. The cover letter should begin by completing this sentence: “I am the single best person you can hire because...”

## **About Link Strategic Partners**

Located in Washington, DC, LINK Strategic Partners is a strategic communications and stakeholder engagement consulting firm serving clients across the country. We develop cutting-edge communications, engagement, social marketing, public relations, and advertising campaigns to help our clients translate seemingly insurmountable challenges into opportunities for local success. Current clients include municipal governments, school systems, major sporting events, educational institutions, government agencies, associations, small businesses, and nonprofit organizations.

LINK Strategic Partners offers employees a supportive, team-based work environment in which project managers are very hands-on. We provide growth opportunities, challenging assignments, and a comprehensive and competitive salary and benefits package. We do whatever it takes to excel at our work, and we provide all of our employees with extensive opportunities for client interaction, as well as opportunities to define and extend the LINK Strategic Partners brand. Our headquarters is located in a newly renovated space in the heart of DC’s Columbia Heights neighborhood.

## **EOE Statement**

LINK Strategic Partners is an equal opportunity employer and gives consideration for employment to qualified applicants without regard to age, race, color, religion, creed, sex, sexual orientation, gender identity or expression, national origin, marital status, disability or protected veteran status, or any other status or characteristic protected by federal, state, or local law.