

We're Hiring!

Graphic Designer

Santa Monica Travel & Tourism (SMTT) seeks a Graphic Designer at the rate of \$80k annually commensurate on experience, plus a full benefits package. The Graphic Designer is responsible for translating design direction and producing creative marketing communications to promote Santa Monica as a travel destination. Duties include maintaining the organization's asset library, acting as the brand steward for both the organization and the destination and designing print and digital assets. This position will also support the design needs of SMTT's charitable branch, Santa MoniCARES. The Graphic Designer reports directly to the Director of Marketing.

Responsibilities

- Hybrid work from home and in-office position as required; will include offsite events and other remote activities.
- Create a variety of graphic and video assets across all brand marketing channels including social media, santamonica.com, e-newsletters, print and digital collateral and communications from SMTT's international offices. Assets include, but are not limited to, brochures, booklets, flyers, reports, presentations, infographics, advertisements, stationary, business cards, Instagram reels, social media graphics, promo videos and webpages.
- Oversee the design and layout for the Official Santa Monica Visitor Guide & Map and annual reports.
- Develop new ideas and designs for Santa Monica merchandise to be sold at our Visitor Centers.
- Manage the approvals process for all design projects.
- Organize, maintain and grow the organization's asset library.
- Learn and understand the brand narrative and style guide to maintain the organization's visual and creative brand presence across all sales and marketing channels; drive consistency and accuracy through all creative across the organization.
- Act as the brand steward for both the organization and the destination.
- Work with the Director of Marketing to refine concepts across all creative elements, including but not limited to photo and video direction, graphic design, art direction and third-party creative collaboration.
- Prepare print-ready files and liaise with print vendors to order materials.
- Photograph SMTT and community events, as well as products for SMTT's online store.
- Stay up to date with the latest design trends and platforms.
- Implement design best practices with file preparation and file management.
- Provide general departmental and organizational support to Managers, Directors and C-suite.
- Represent SMTT at community events and tourism industry functions. Occasional nights and/or weekends may be required.

- ⇒ **Hybrid work from home**
- ⇒ **Cutting edge technology**
- ⇒ **Friendly & supportive team members**
- ⇒ **Training & professional development**
- ⇒ **Medical, Dental, Vision, 401K & more**
- ⇒ **Beautiful offices in Santa Monica!**

Qualifications & Requirements

- Bachelor's Degree in graphic design, media arts, advertising, marketing or related field.
- 2+ years of professional work experience in conceptual graphic design.
- Professional portfolio showcasing design skills (both digital & print) and creativity.
- Advanced proficiency with the most current versions of Adobe Creative Suite including Illustrator, InDesign, Acrobat and Photoshop.
- Experience with content management systems (CMS) and digital asset management platforms.
- Strong understanding and familiarity with Mac Operating System and Microsoft Office.
- Excellent typography and layout skills.
- Ability to read and interpret print and digital specs.
- Firm knowledge of color formulas & conversions, image resolution, file formats and uses.
- Video production and editing experience.
- Keen eye for imagery and the ability to color correct, retouch and manipulate photography.
- Detail-oriented with high standards for work products and problem-solving skills.
- Excellent time management skills and the ability to develop working timelines.
- Strong organizational skills and the ability to handle multiple tasks and meet deadlines.
- Strong creativity as well as a grounded analytical approach.
- Knowledge of Santa Monica is a plus.
- Must be at least eighteen (18) years of age and possession of a clean driving record.
- This is an at-will position. As an at-will employer, either SMTT or the employee may terminate the employment relationship at any time, for any reason, with or without good cause or advance notice.
- Physical demands and the work environment described here represent those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to engage staff with disabilities to perform essential functions. While performing the duties of this job, the employee is frequently required to stand, sit, walk, and reach with arms and hands. Must be able to lift 50 lbs. and perform repetitive motions 50% of the time.
- We evaluate qualified applicants without regard to race, color, religion, sex, national origin, disability, veteran status, age, sexual orientation, gender identity, or other protected characteristics.

Apply Today!

**Email a cover letter & resume to
employment@santamonica.com with the
subject line GRAPHIC23.**

About Santa Monica Travel & Tourism

Santa Monica Travel & Tourism is the official travel and tourism promotion agency for the City of Santa Monica. It is our role to tell the story of Santa Monica to the world, promote the exciting and unique aspects of the Santa Monica experience and encourage visitors to stay longer and enjoy more of what our destination has to offer. SMTT is a non-profit, non-member organization governed by a board of 11 community individuals. SMTT operates four (4) locations: Visitor Information Kiosk in Palisades Park; Visitor Information Center at the Santa Monica Pier; Visitor Information Center on Main Street; and a Mobile Information Vehicle. SMTT prides itself on being a hybrid work from home organization. For more information about our organization, please visit www.santamonica.com.