

TRINDGROUP seeks an energetic, organized, detail-oriented and creative Graphic Designer to join our creative team. The Graphic Designer reports to the VP of Operations and Creative Director of TRINDGROUP, as well as works collaboratively with the entire team. This position is ideal for a designer looking to excel in a creative environment and wanting to explore a more industrial outlook in their work. TRINDGROUP's primary clients operate in the industrial and manufacturing segments.

This is a full-time position based in our Auburn, Alabama office. The position requires interaction with TRINDGROUP clients, so strong communication and customer service skills are a must. Additionally, candidate should be able to pitch and discuss concepts and designs to clients. Benefits include:

- Competitive Salary
- Employee Health Benefits
- Opportunities for Business Travel
- Personal Time Off, Vacation Days

Candidate must work well in a team environment, exceed under pressure, be able to handle multiple projects, and again, have an interest in industrial markets. If you are looking to join a fast-paced, growing creative team, we encourage you to apply. For consideration, please submit cover letter, resume and link to your portfolio to Kevin Smith, kevin@trindgroup.com and Kelli Hartsock, kelli.hartsock@trindgroup.com.

Essential Responsibilities

- Conceptualize and develop innovative designs that maintain brand and company consistency.
- Ensure a high level of creativity in all work produced and delivered and ensure quality of work and style is consistent, cohesive and meets marketing and sales objectives.
- Research and analyze industry trends and keep abreast of emerging technologies and creative applications.
- Assist the marketing teams with planning, production and creative direction for advertising campaigns, email marketing campaigns, social media campaigns and other marketing initiatives to ensure accurate execution of material development and promotional materials.
- Work with marketing, social media and public relations' departments to ensure that visual concepts are cohesive and consistent with the brand's image.
- Facilitate idea sharing and communications across internal teams including sales, marketing, PR, product development and senior leadership with regards to the visual presence of the brand.

Position Requirements

- 3-5+ years graphic design experience
- Print and web design experience (using WordPress) is required. Evidence of print and web experience should be included in cover letter, resume and reflected in portfolio
- Proficiency in video editing, photo retouching, and file preparation

- Demonstrated talent for high-caliber creative outlook and design
- Excellent ability to judge creative concepts to ensure brand cohesiveness and brand strategy
- Must be detail-oriented and ability to meet tight deadlines, handle multiple projects and priorities
- Excellent communication and interpersonal skills
- Assist in project and/or client customer service needs. This includes direct communications with the client
- Proficiency in Adobe design software required. Basic Microsoft Office application knowledge
- Must have strong verbal and written communication skills
- Must have excellent organizational and managerial skills
- Occasional business travel will be necessary
- Optimism and a desire to learn industrial products and services

