

m2 marketing – Graphic Designer

Job Title: Graphic Designer

FLSA Status: Full Time (32-40 hours / week)

Reports to: Supervisor / Manager

Last Revision Date: 10/17/2024

Location: Remote Available, Onsite Preferred (Columbus, OH)

SUMMARY

m2 marketing was established in 2004. We create websites for clients and provide graphic design support for collateral materials. We are looking for a creative, competitive and detail-oriented individual to become an integral member of the m2 graphic design team.

Our graphic designers are responsible for designing and producing a variety of marketing materials including logos, business cards, postcards, rack cards, brochures, sales folders, advertisements, posters, informational graphics, email blasts, social media graphics and more. It is important for our designers to think like the client and produce consistent quality work with attention to detail.

We seek those individuals who are competitive and enjoy working in a casual but focused atmosphere. Successful candidates can handle multiple projects simultaneously, adjust to different project and client needs, and function effectively in a fast-paced, detail-oriented, and deadline-driven environment. At m2 marketing, employees have a large impact on the growth / success of the company.

We offer competitive benefits and the opportunity to work with some outstanding clients.

PROJECT RELATED COMPETENCIES

Conceptual Design

- Uses innovation to establish design concepts that meet the constraints of cost and time for the client.
- Actively researches best practices and trends to apply in design concepts.
- Understands the client's audience and applies consistency throughout each created design.
- Uses appropriate selection of fonts, graphics, and other media to develop professionally designed work.
- Can think independently to generate design ideas.

Design Delivery & Project Execution

- Understands design processes and best practices and implements these within their designs.
- Applies knowledge of industry trends and developments to improve service to our clients.
- Can clearly articulate concepts, project goals, and timelines.
- Utilizes the design tools available and actively seeks new ways and technology to improve designs.
- Establishes responsible deadlines and personal work plans.
- Can multi-task and manage several projects at one time.

CAREER PATH CORE COMPETENCIES

Communication

- Listens to others and accepts input from team members.
- Clearly articulates ideas and thoughts verbally.
- Accurately prepares written business correspondence that is coherent, grammatically correct, effective and professional.
- Works well with a team.
- Uses good judgment in what and how to communicate with clients.

Software Competencies

- Adobe Creative Suite
 - Illustrator
 - Photoshop
 - InDesign
 - Bridge
 - Acrobat
- Microsoft Office
- Mac OS



PROFESSIONAL QUALITIES

Leadership

- Displays a positive attitude.
- Demonstrates flexibility in day-to-day work.
- Sets high standards of performance for oneself.
- Prides themselves on punctuality and attention to detail.

Teamwork

- Establishes harmonious working relationships with team members.
- Appreciates each team member's contributions and values each individual member.

Client Management

- Values internal and external clients and responds to their needs as they arise.
- Establishes effective working relationship with clients.
- Follows established communication guidelines.

ORGANIZATIONAL RESPONSIBILITIES

Professional Development

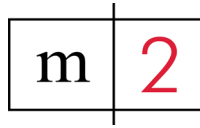
- Understands the professional development process and becomes actively involved by setting challenging goals and meeting them through continuous learning.
- Seeks input from mentors and supervisors.
- Actively applies feedback received to day-to-day work and strives to improve performance.

Internal Operations

- Accurately completes and submits status reports in a timely manner.
- Complies with all our policies and procedures.

TO APPLY

Answer the questions on the following page and submit via email to: info@m2columbus.com



m2 marketing – Graphic Designer Questionnaire

NAME:

EMAIL:

PHONE:

ONLINE PORTFOLIO:

1. Please include your resume when submitting the answers to these questions.
2. The hours for this position are flexible but you can assume approximately 32 hours per week (or 4-5 hours per day, preferably between 7:00am and 6pm EST) Mon-Fri. Remote work is available; however, onsite availability is preferred. What is your preferred work schedule and location?
3. Do you have any experience designing for clients (i.e. not including schoolwork, training, etc)? Explain.
4. Do you have any formal graphic design training? Explain.
5. How would you rate your grammar skills?
(Very Weak | Poor | Average | Good | Great)
6. How would you rate your communication skills?
(Very Weak | Poor | Average | Good | Great)
7. How would you rate your project management skills?
(Very Weak | Poor | Average | Good | Great)
8. Please assign a competence level for each of the software packages listed below
(No knowledge | Little knowledge | Fair knowledge | Good knowledge | Expert knowledge)
 - a. Adobe Illustrator
 - b. Adobe InDesign
 - c. Adobe Photoshop
 - d. Adobe Bridge
 - e. Adobe Acrobat
 - f. Microsoft Office
9. How well do you perform under pressure (tight deadlines, etc)?
 - a. Pressure negatively affects my productivity.
 - b. Pressure doesn't affect me.
 - c. My productivity increases with added pressure.
10. Are there any other skillsets (including software competence) that you feel would bring value to your role at m2?
11. Design trends and technologies evolve rapidly. How do you stay up-to-date with the latest design trends and tools?
12. What type of projects or design work are you most passionate about?
13. Culture fit is important for a team. How do you see yourself contributing to our culture at m2?
14. When can you start working for m2 marketing?