ARIZONA ASSOCIATION OF REALTORS® POSITION DESCRIPTION

TITLE: **CREATIVE MANAGER/DESIGNER**

RESPONSIBLE TO: SVP PROFESSIONAL & BUSINESS DEVELOPMENT

SPECIFIC RESPONSIBILITIES: Primary responsibility is to create visual concepts, designs, and layouts that promote the strategic objectives and brand standards of the Arizona Association of REALTORS. This position will design a variety of print and digital collateral that is consistent with the Association's image, identity and communication style including, but not limited to:

- brochures (digital and print)
- ads
- business cards, stationary, envelopes
- standard contract forms
- flyers and flyer templates
- registration forms
- signs, posters and tabletop displays
- event programs
- web graphics and banner ads
- newsletters (digital and print)
- powerpoint shell templates
- banners and signs
- logos and graphic header designs
- flyer and email message templates using AAR system

- Scan, create, and/or adapt graphic elements (i.e., photographs, clipart, logos, etc.) for use in AAR print projects that meet or exceed strategic objectives.
- Plan, design and execute concepts for new promotions and campaigns to be used across different channels: print collateral, store signage, website landing pages and call-outs, eblast templates, interactive online experiences, display ads, etc. This includes the redesign of existing materials as well as the creation of new materials, as needed.
- Serve as imagesetting buyer for AAR:
  - primary point of contact with print vendors
  - monitor process to ensure timely, accurate completion of project
- Create design elements for websites and blog when needed.
- Maintain AAR's library of graphics (i.e., photographs, clipart, logos, etc.) and design-related publications.
- Conduct press checks and review blueline for publications, when applicable.
- Perform other tasks as directed by AAR's SVP of Professional and Business Development.

Minimum Requirements

Software:
Adobe Creative Suite/Creative Cloud - Windows
  Illustrator (expert level)
  Photoshop (expert level)

Acrobat Professional / Distiller (intermediate/expert level)
Fireworks (intermediate level)
Flash (intermediate/expert level)
InDesign (intermediate level)
ImageReady(intermediate/expert level)
QuarkXpress (expert level)
Microsoft Office products (intermediate level)
Basic computer software:
Windows 7/Windows 8 (intermediate level)
Nero, WinRar, WordPad (used in HTML/CSS), Internet Explorer, Mozilla FireFox, scanning software (intermediate level)
Pre-press/Other computer skills:
Trapping, file set-up, collection of files for press output (expert level)
Color correction, photo editing, etc. (expert level)
Wordpress, HTML/XHTML (intermediate level)

The successful team member will:
Be self-motivated, confident, energetic, and creative with a strong work ethic.
Have an eye for detail and a track record for accurate, high quality work.
Have the ability to deal with many different kinds of people and personalities and be comfortable conveying unrealistic deadline and negotiating realistic deadlines.
Have the ability to develop straightforward as well as creative, out-of-the-box graphics within the confines of the AAR brand guidelines.
Possess strong organizational skills.
Enjoy a large project load and fast-paced environment.
Work under pressure and meet deadlines is required.
Have knowledge in magazine/newsletter production from layout to printing.
Comfortable working in a PC Windows environment.
Have 3-5 years graphic design and branding experience.
Have some print buying experience.