

Cultivate

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Full-Time Hire, Local

Graphic Designer

Company Overview

In 2010, Cultivate introduced a better way to gift that companies and recipients could benefit from: invite people to select a gift of their choice. Since then, our team of Gifting Experts has evolved the industry and become a trusted partner for a growing portfolio of Fortune 1000 clients like IBM, Verizon, Boeing, and Charles Schwab.

After a decade of successful On-site Gifting, we launched an all-in-one Online Gifting Platform designed to help companies deliver appreciation to people's inboxes while leveraging data, tech, and savvy tools to track and measure their Return On Appreciation. Now, we have a unique opportunity to offer a variety of gifting solutions to our existing clients, new markets, and the \$240B+ corporate gifting industry in the US.

As we head into our next decade of growth, Cultivate is recruiting across multiple teams and looking for innovative people to join our team and start-up environment that's backed by 12+ years of success. If you want to put your skills and talents to use helping companies create meaningful connections through gifting, and have the grit and determination to help further our company mission, we'd love to hear from you!

What We Need

Cultivate is currently recruiting a full-time Graphic Designer. This role is responsible for continuing to evolve the Cultivate brand and lead creatively, autonomously manage all creative projects and requests, leverage design to position Cultivate as industry thought leaders, and collaborate cross-departmentally to achieve goals. As a member of Cultivate's Marketing team, this position will report directly to the Director of Marketing. The ideal candidate will be a master of creative development, application, and execution, a confident team player, expert multi-tasker, and proven ability to manage high-output projects.

What You Will Do

- Design and produce a range of print and interactive projects including: collateral, marketing campaigns, social media, corporate identity pieces, sales decks, and various graphics
- Maintain the visual quality and consistency of the Cultivate brand while adhering to our core values
- Proof and prepare art files for print
- Manage and keep the in-house image library and file structure up-to-date
- Design projects according to creative brief and/or project specifications
- Prioritize and balance multiple tasks simultaneously for yourself and your team
- Help bring new ideas for design and content creation that support the Marketing team's strategy by using your expertise and eye for great design
- Closely collaborate with the Purchasing team to design custom sales proposals and Branded Virtual Gifting Platforms
- Scope and create templates for our company to be more efficient in posting on social media, the blog, email, and other channels
- Manage other design needs such as presentations, signage, and trade show collateral as needed
- Create original design work and manage projects, cross-departmental requests, and an ever-evolving, high-output workload autonomously (with little oversight)

Must Haves

- 8+ years of professional graphic design experience; preferably in a corporate setting
- 3+ years of marketing team experience
- Great written, oral, and presenting communication skills
- Proven track record of creative leadership and design abilities (must have a digital portfolio)
- Expert at Microsoft PPT, Adobe, and Google Suite
- Experience working in HubSpot, WordPress, Trello, Asana, Figma, and other web-based apps
- Proven ability to conceptualize web design, email templates, and interactive digital content
- Master of creative development, application, and execution
- Extremely knowledgeable about social media, paid media, and SEO best practices and design assets
- LinkedIn, Google Ads/Analytics, Instagram, Facebook, YouTube, and CSS/HTML experience preferred
- Strong collaboration skills, team player, and proven ability to work cross-departmentally to achieve goals
- Confidence to manage feedback/constructive criticism and interact with strong personalities and Leadership/Management teams regularly

Standout Skills

- B2B marketing experience
- Multi-task pro and solution-oriented
- Photography, videography, and motion graphics/animation skills are highly preferred
- Exceptional project management skills

Compensation and Benefits

- Annual salary of \$55k - \$65k, depending upon experience.
- Benefits include:
 - 401k Plan with a 4% employer match
 - Insurance plans (health, vision, and dental)
 - Employer contribution of \$250 to medical premium
 - Employee Assistance Program
 - Paid time off, including seasonal half-day Fridays
 - 9 paid holidays per year including a floating holiday
 - Employee recognition programs
 - Referral bonus opportunities