



# CULTIVATE

## **Cultivate: Graphic Designer** **Full-Time, Boulder, CO**

### **Overview**

Cultivate is currently recruiting for a full-time **Graphic Designer** with marketing experience, based out of Boulder, CO. The ideal candidate will be a team player who is able to work closely with the events, marketing, sales, merchandising and Artifact teams. They will be self-directed, proactive, and ready to define and execute projects independently. Reporting to the Director of Marketing, this individual will need to be passionate about brand management and marketing.

### **What we need**

Creative, branding expert, able to see the big picture as well as focus on the smallest of details. A producer of brand-consistent designs across a wide variety of platforms. A contributor of innovative ideas, challenging the status quo. Flexible personality, able to frequently adjust priorities in order to advance the Marketing Team as well as the company. Organizational skills that near perfection. An innate ability to be an asset to multiple departments. Proven intelligence. Speedy yet efficient taskmaster.

### **Who you need to be**

A brand builder. A scavenger always on the lookout for ways to improve brand integrity, brand visibility, and brand messaging. A master at melding the creative side with corporate demands and professionalism. A marketer at heart. Someone who can take ideas and make them a reality from start to finish with minimal supervision. Driven to do great work regardless of the project and meet deadlines. A quick learner, willing to do the research needed to gain a strong understanding of the gift experience and incentive travel industry.

### **What you will do**

- Design and produce a range of print and interactive projects including: collateral, marketing campaigns, social media, product/brand launches, corporate identity pieces, sales decks, and various graphics.
- Create and design strong, out of the box graphics to appear on a variety of platforms.
- Work with the Director of Marketing to help grow the brand and reputation, while ensuring alignment with brand standards and team goals.
- Proof and prepare digital art files for print.
- Manage and keep up to date the in-house image library and file structure.
- Design projects according to creative brief and/or project specifications.



- Prioritize and balance multiple tasks simultaneously.
- Take accountability and ownership of projects from start to finish.
- Maintain the visual quality and consistency of the Cultivate brand while adhering to our core values.
- Identify areas for process improvements, set timelines for enacting change, and collaborate with the sales team.

### **Standout Skills**

- Previous experience working with a sales team is preferred.
- Logo design and creation.
- Photography experience.
- CSS/HTML abilities.
- HubSpot design manager experience.

### **Must Haves**

- Bachelor's degree (B.A.) from a four-year college or university.
- Minimum of 2 years professional experience and or training.
- Strong graphic design skills, typography experience a plus.
- Excellent print and web layout skills, development of HTML/CSS a plus.
- Expert in Adobe Illustrator, InDesign, Photoshop and Adobe Creative Suite.
- Working knowledge of the Macintosh computer operating system.
- Innovative and creative thinker.
- Superior proofreading and spelling skills.

### **Compensation & Benefits**

- Competitive based upon experience
- Benefits including 401k (w/ 3% match) and insurance coverage

To apply, send your resume as well as examples of your work to [Hannah@cultivatepcg.com](mailto:Hannah@cultivatepcg.com).

The above description reflects management's assignment of essential functions; it does not prescribe or restrict the task that may be assigned.