



## Job Description

**Job Title:** Director, Graphic Design and Social Media  
**Department:** Communications  
**Reports To:** Vice President, Marketing  
**FLSA Status:** Exempt  
**Salary:** \$65,000-\$70,000  
**Location:** Tallahassee

### **BASIC PURPOSE:**

The Graphic Design and Social Media Director is responsible for the concept, design layout and coordination of specialty graphics and creative materials to support all Enterprise Florida, Inc. (EFI) departments and initiatives, as well as EFI's social media efforts.

### **ESSENTIAL ACCOUNTABILITIES AND TASKS:**

- Responsible for developing creative materials that help promote Florida as a business location domestically and internationally, international trade and development initiatives, small business capital programs, and military and defense.
- Responsible for in-house print production and packaging (invitations, brochures, proposals, and presentations) and management of outsourced production. Must be able to manage external relationships.
- Responsible for in-house production of tradeshow visual displays (banners, booth signage, large format posters/signs, etc.)
- Responsible for managing and tracking creative material assets and copyrights.
- Work collaboratively with all Enterprise Florida departments as projects require and ensure timely completion of creative projects.
- Identify and implement new creative methods to deliver messages, such as with new materials and technologies, or through the transformation of facts and features, such as infographics.
- Create templates (reports, proposals, emails, etc.) which align with EFI's corporate brand.
- Participate in team brainstorming efforts and assist in developing and implementing creative direction for brand advertising campaigns, business development proposals and presentations.
- Manage Enterprise Florida's statewide social media presence (Twitter, Facebook, LinkedIn, Instagram) for all areas of EFI. This management includes:
  - Content creation and curation
  - Strategic campaign development
  - Strategic planning and scheduling posts using EFI's scheduling platform
  - Drafting, collaborating, editing, and scheduling content
  - Public optic and political research

- Engagement tracking and analyzation to show successful engagement online

**SUPERVISION:**

Manager, Digital Designer

**ACCOUNTABILITY: Impact and Scope:**

Manage compliance with vendor or freelancer contracts.

**MINIMUM QUALIFICATIONS REQUIRED:**

- Bachelor's degree in Graphic Design, Communications, or related field
- 3+ years related experience
- Demonstrated ability to design and develop effective advertising materials
- Extensive knowledge of the Adobe Suite, and/or other graphics/desktop publishing software
- Knowledgeable about printing and print production; able to conduct press checks when necessary
- Proficiency with web design, multimedia software, digital advertising
- Extensive experience in strategic social media communications
- Ability to manage schedules and deadlines for multiple projects
- Good organizational and team coordination skills
- Excellent communication and presentation skills

**PREFERRED QUALIFICATIONS:**

- Economic development experience or experience in developing materials targeted to businesses or site consultants
- Experience in managing creative freelancers
- Project management experience

**Apply with resume to: [HRDirector@enterpriseflorida.com](mailto:HRDirector@enterpriseflorida.com)**

We are an equal opportunity employer and consider all qualified applicants equally without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran status, or disability status.

EFI is subject to the Public Records Law and the Sunshine Law; therefore, submissions to this job announcement could be subject to public disclosure.