

GRAPHIC DESIGNER

Charlotte, NC

Forest2Market, Fisher International and Tecnon OrbiChem are three companies with a combined mission and marketing department. We provide data, analytics, business intelligence and supply chain expertise to the forest products and chemicals industries, and we are searching for a full-time professional Graphic Design Specialist to meaningfully contribute to our marketing efforts.

Job brief

We are seeking a motivated Graphic Designer with a marketing background and a strong understanding of design principles as well as skills in videography and animation. This role will collaborate with content strategists, campaign and social media specialists to produce compelling visual collateral, and partner with the sales and product development teams for product launches and sales presentations. The ideal candidate is a creative, conceptual thinker with an expansive visual imagination and an excitement for crafting professional and persuasive visual approaches for brands and products.

What you'll do

Graphic Design

- Execute creation of illustrations, graphics, maps, gifs, videos, infographics and other branded collateral that add value to business development materials and other marketing collateral
- Present designs to stakeholders and applicable teams
- Implement feedback and changes when appropriate
- QA designs for errors
- Pass final design to development or publishing teams for release

Marketing

- Collaborate with marketing and sales team members to increase understanding of the industries and clients we serve
- Provide creative and strategic input to support marketing initiatives
- Partner with stakeholders to create marketing campaigns and develop creative concepts and assets

What you'll need

- Positive “can-do” attitude, flexibility, and the ability to manage shifting priorities
- Excellent visual, graphic design, video, and animations skills
- Education in Marketing or Graphic Design
- Minimum of 2 years of design experience at an agency specializing in B2B or at a B2B company
- A portfolio of extensive designs used in successful marketing campaigns
- Strong proficiency in graphic design and working with Adobe CC suite of programs, including but not limited to Photoshop, Premiere Pro, InDesign, Illustrator, and other industry-standard creative tools
- Strong proficiency in Microsoft PowerPoint
- Attention to detail
- Time management and organizational skills
- Ability to assess a brand and develop concepts that match the brands aesthetic, e.g., look, feel, colors, typefaces

What to do next

Send application materials to: careers@forest2market.com

Application materials should include: resume, cover letter and links to your portfolio

