



**Greater Lafayette Commerce**  
**Job Title:** Graphic Designer  
**Department:** Marketing & Communications  
**Reports to:** Vice President of Marketing and Communications  
**FLSA Status:** Exempt  
**Job Type:** Full-time

## Position Summary

We are seeking a talented and innovative **Graphic Designer** to join our dynamic and agile team. In this role, you will be a steward of our brand - responsible for creating visually compelling designs that effectively communicate our brand message, engage our audiences, build brand awareness and support key initiatives such as economic and workforce development, talent attraction, and community engagement.

This position offers the opportunity to lead the creative direction of various design projects, including web and video, working collaboratively across departments.

## About Greater Lafayette Commerce

Greater Lafayette Commerce serves as a nexus in the Greater Lafayette economy. A nonprofit economic development and chamber of commerce organization serving Tippecanoe County, Indiana, Greater Lafayette Commerce is membership-based and supported by local industries, businesses, governments, and individuals. Its mission, carried out by various councils, is to advance economic and community prosperity and a superior quality of life.

## Work Culture

As the leading regional organization for community initiatives, growth, and economic development, Greater Lafayette Commerce is at the center of many high-profile events and activities throughout the year. Our staff, guided by a president and chief executive officer and supported by a board of directors and passionate community volunteers, thrives in a collaborative environment that values teamwork and versatility. From engaging with local and state politicians to participating in vibrant community events, team members have ample opportunities to grow personally and professionally while contributing to meaningful initiatives. The work environment is dynamic, fast-paced, and forward-thinking, with a fun and supportive team that goes beyond traditional roles to make a real impact.

## Key Responsibilities

### Creative Leadership

- Lead the design for marketing campaigns, events, and initiatives.
- Ensure all creative work aligns with Greater Lafayette Commerce's brand identity and goals.
- Demonstrate professionalism across all aspects of the work.

### Design and Video Execution

- Develop high-quality print and digital materials, including but not limited to logos, brochures, advertisements, social media and web graphics, email templates, landing pages, event signage, swag, publications, presentations, and reports.
- Attend GLC events, serving as our on-site photographer and videographer as needed.
- Create and manage video projects as needed that support Greater Lafayette Commerce's marketing goals.



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### **Project Management**

- Manage multiple projects simultaneously, meeting deadlines and maintaining attention to detail.
- Own and manage the maintenance of marketing materials inventory and asset libraries.
- Collaborate with internal teams and manage relationships with external vendors (e.g., printers, photographers).
- Respond positively and flexibly to unpredictable situations, change, pressure, shifting priorities and deadlines.
- Manage projects and tasks within project management software, and provide timely status updates.
- Receive and provide constructive feedback and direction, revising work accordingly.

### **Team Collaboration**

- Work closely under the supervision of the Vice President of Marketing and Communications and the marketing team to brainstorm creative concepts and develop cohesive campaigns.
- Provide design guidance and feedback to team members as needed.
- Maintain clear communication with the team – including deliverable deadlines, timelines and any risks, and status updates.
- Work harmoniously and cooperatively with co-workers, members, volunteers, and others in the community.

### **Innovation**

- Stay current with design trends, tools, and technology to bring fresh ideas to the table.
- Explore innovative ways to visually communicate Greater Lafayette's unique story.
- Be open to new ideas and opportunities to contribute.

### **Qualifications**

- Preferred: Bachelor's degree in graphic design, visual arts, or a related field.
- Minimum of 3-5 years of professional graphic design or other relevant experience, including leadership or project management responsibilities.
- Strong proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro and After Effects preferred).
- Proficiency in Microsoft Office Suite including SharePoint, Word, Excel, PowerPoint, Outlook, Teams.
- Preferred: Experience working in content management systems, such as WordPress.
- Strong portfolio showcasing a range of design work, including but not limited to branding, digital and print materials, creativity and general creative thought process.
- Detailed-oriented and strong sense of visual design and typography.
- Excellent communication, customer service and collaboration skills.
- Ability to manage deadlines and work under pressure.
- Committed to maintaining the highest sensitivity to professional ethics and cultural diversities, treating all people equally and respectfully.
- Prior experience in project management software such as Trello, Asana, Monday, etc.



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### Qualifications Cont'd:

- Knowledge of web design, HTML, UX/UI principles, and user research an asset but not required.
- Photo and video editing experience an asset, but not required.
- Ability to lift to 25lbs as needed, primarily for placement of event signage and displays.
- Ability to sit for long periods of time, as this is an office environment.
- Comfortable working in different environments as needed, such as off-site events, local employer worksites, and community spaces that may have different working conditions.

### Why Join Us?

- Be part of a mission-driven organization making a tangible impact in the Greater Lafayette region.
- Collaborate with a passionate, creative, and supportive team.
- Opportunities for professional growth and leadership.
- Competitive salary and benefits package including 20 days of PTO

### How to Apply

Please submit your resume, cover letter, and portfolio to [cfreeman@greaterlafayettecommerce.com](mailto:cfreeman@greaterlafayettecommerce.com) with the subject line: *Graphic Designer Application*. Applications will be reviewed on a rolling basis until the position is filled.

*Greater Lafayette Commerce is an Equal Opportunity Employer, a drug-free workplace, and an E-Verify employer.*

*This job description in no way states or implies that these are the only duties to be performed by the employee incumbent in this position. The Employee will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.*