



TEXAS BEEF COUNCIL

Manager, Graphic Design

Full-Time - Austin, Texas

Direct Reporting to: Vice President

The Texas Beef Council (TBC) is a non-profit organization funded by Texas farmers and ranchers through the national Beef Checkoff program and the Texas state Beef Checkoff program. Checkoff dollars are used to increase domestic and/or international demand for beef through programs of promotion, research, and education. The organization is directed by a 20-member board of cattlemen, representing the state's 149,000 beef farmers and ranchers.

Position

Conceptual, mid-level social, digital, and print graphic designer and print buyer.

In this role, you will have the chance to utilize your creative and technical skills along with your passion for excellence by creating and procuring materials that support Texas Beef Council's marketing objectives.

Job Responsibilities

- Work closely with TBC staff to concept, plan, design and produce the visual style and overall layout for marketing and brand materials such as appealing content, layouts, images, print and digital ads, brochures, logos, direct-mail pieces, give-away items, displays, websites, documents, tradeshow graphics, newsletters, and brand and social media experiences.
- Develop effective and appealing PowerPoint and Google Slides presentation layouts and recommend supporting images, animations, videos, tables, graphs, themes, fonts, colors, and visual effects.
- Provide ongoing design and copy updates for existing materials.
- Contribute to the company brand guidelines, visual and graphic standards communicating with outside agencies when necessary.
- Ensure adherence to TBC's brand and graphic standards (color, logos, style, context, graphic design, and copy).
- Assist in hiring outside talent, as needed and provide direction of the visual elements of a project utilizing specialists such as illustrators, photographers, videographers and printers to work on projects.
- Organize and maintain creative assets for possible reuse, establishing naming conventions and asset hierarchy.
- Provide consultation and graphic design recommendations.
- Provide general copy/creative writing, editing and proofreading.
- Utilize TBC's large format printer and color copier to produce in-house print jobs.
- Manage all phases of print production and delivery of materials, including spec development, budget projections, overseeing and scheduling of design materials, print provider prequalification and selection, competitive bid procurement, production scheduling, budget appropriation, proof review, production troubleshooting, ordering and fulfillment management, approval of delivered materials and invoice approval and processing.

Qualifications:

- Related bachelor's degree, with 3-5 years' experience in graphic design and multimedia content generation across various platforms.
- Must be able to pass a background check.
- Proficient using Google Platform, Microsoft Office (Excel, PowerPoint, Word).
- Extensive experience and exceptional design and production skills with Adobe Creative Suite, specifically In-design, Illustrator, and Photoshop.
- Experienced in creating optimized files for digital, social, and print.
- Experience working with print vendors and creating print files.
- Ability to work and thrive in a collaborative environment.
- Demonstrate the ability to multitask and project manage various small and large-scale assignments with minimal supervision.
- Be an effective problem solver and translate ideas into creative solutions that are functional and visually appealing.
- Possess strong commitment to excellence; detail-oriented, excellent communication, and interpersonal skills.
- Strong ideation and conceptual ability with the understanding of marketing objectives and strategies and brand and design best practices.
- Portfolio of sample work (completed projects within multiple mediums).

Physical Requirements:

- Ability to drive a vehicle, possess a valid driver's license and have an acceptable driving record that meets TBC's insurance requirements.
- Viewing of a computer screen for extended periods with hand/wrist manipulation in order to operate a keyboard.
- Ability to lift 40lbs.

Texas Beef Council offers great benefits and competitive pay.

To apply for this position, email cover letter and resume to resumes@txbeef.org.