



## Join our growing Frisco, Texas based team as a Creative Services Specialist !

This role will own the creation and maintenance of our digital marketing assets from concept through execution to reach our brand awareness and lead generation goals. Its purpose will improve user experience by bringing our brand to life and keeping it consistent across all touchpoints.

★ The ideal candidate should have command of best practices and trends in website and graphic design, in addition to video production. A portfolio will be requested as part of the interviewing process.

### KEY RESPONSIBILITIES:

- ★ Develop and manage company branding standards and guidelines.
- ★ Manage vendor relationships for new website design and implementation, and provide ongoing website maintenance.
- ★ Collaborate with marketing team to develop graphic design elements and html templates for all new content (emails, case studies, one sheets, infographics, eBooks, advertisements).
- ★ Create customer presentations to support the sales teams and develop webinar slides.
- ★ Work with marketing and training teams on production of new videos.
- ★ Scope and create design brand standards for our marketing team to be more effective in their posting of social media, blogs, emails, and other marketing channels.
- ★ Manage other design needs such as tradeshow signage, collateral, photography and company templates.

### QUALIFICATIONS & EXPERIENCE:

- ★ BA/BS degree in Marketing or Graphic Design, or commensurate work experience.
- ★ Expert in Adobe Creative Suite, Microsoft PowerPoint or similar technologies.
- ★ Knowledge of HTML, CSS, SEO and UI/UX best practices; bonus experience with marketing automation software (Pardot, HubSpot, Marketo or Eloqua).
- ★ Proven command of best practices and trends in website and graphic design as well as video production.
- ★ Minimum 2 years' experience as either an in-house designer or at a marketing agency.
- ★ Minimum 2 years' experience with content management systems (WordPress) and managing and updating websites.
- ★ Prior experience using email marketing programs to create responsive email templates
- ★ Intermediate experience creating assets that are mobile-, tablet- and desktop-friendly and provide a user experience that is responsive for all three screens.

### COMPENSATION AND BENEFITS:

Lexipol offers a fun working environment, competitive salary + annual bonus, comprehensive benefits including 401(k) with Company match.

**For consideration, please email your resume, cover letter with Hourly pay expectations to [hr@lexipol.com](mailto:hr@lexipol.com)**

**Include Creative Services Specialist in the Subject Line**

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No third parties please.