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Name: (open)
Position Plan: Graphic Designer
Zone 5: \$65,000 - \$90,000
Direct Manager: Amy Austin
Team leader: Same
Position type: Temp to Hire (90-day term)
Location: Remote: this position is not location contingent; however, we prefer to have a person working remote in a state where we already do business—CT, ID, IL, MA, OH, OK, OR, SD, WA.

MISSION The Graphic Designer will support the creative execution of branding, marketing materials, digital design, and visual storytelling for Revelry Agency, its food and beverage industry clients and Exchange Experiences. This role plays a key part in developing high-quality, engaging creative assets that drive brand awareness and audience engagement across multiple platforms. The Graphic Designer will work closely with the Creative Director, Art Directors, social team, and Marketing, Sales and event teams to ensure all designs align with strategic business goals and industry trends.

PERFORMANCE STANDARDS, RESPONSIBILITIES & MEASURES

CREATIVE DESIGN & BRANDING

Performance Standard: Produces high-quality creative assets that strengthen brand identity and engagement.

- Designs marketing collateral, including sell sheets, brochures, presentations, websites, email campaigns, and event materials.
- Develops and maintains brand identity systems, style guides, and design templates.
- Ensures all designs effectively highlight purchase drivers, barriers to purchase, and unmet needs within the foodservice sector.

Measures:

- Strength and consistency of brand identity across all creative assets.
- Engagement and conversion rates from designed materials.
- Client and stakeholder satisfaction with creative outputs.

DIGITAL & SOCIAL MEDIA DESIGN

Performance Standard: Creates engaging digital and social media content to enhance online presence.

- Designs graphics and assets for LinkedIn marketing, social media campaigns, and email marketing initiatives.
- Develops web and UX/UI design elements to support online brand experiences.
- Works with the team to incorporate AI-enabled tools and emerging digital design technologies.

Measures:

- Performance metrics from digital and social media campaigns.
- User engagement and interaction with designed digital content.
- Effective integration of AI-powered design enhancements.

EVENT MARKETING & EXPERIENTIAL DESIGN

Performance Standard: Supports branding and design needs for FoodOvation Exchange and other agency-led events.

- Designs event branding, signage, presentations, and experiential activations.
- Creates marketing materials to support pre-event promotion and on-site engagement.
- Collaborates with internal teams to ensure visual consistency across all event touchpoints.

Measures:

- Attendee engagement and feedback on event branding.
- Effectiveness of marketing materials in driving participation.
- Visual alignment between event branding and overall marketing strategy.

COLLABORATION & PROJECT MANAGEMENT

Performance Standard: Works cross-functionally to deliver high-quality creative assets on time.

- Supports the Senior Art Director in executing creative projects across multiple channels.
- Collaborates with the Marketing, Sales, and Event Planning teams to develop materials that align with business objectives.
- Manages multiple design projects, ensuring all deadlines and quality standards are met.
- Travels as needed (and as budget allows) to attend industry events and/or client meetings or activations.

Measures:

- Efficiency in project execution and adherence to timelines.
- Internal team feedback on collaboration and responsiveness.
- Quality and impact of delivered creative materials.

SOFTWARE PROFICIENCY & INNOVATION

Performance Standard: Utilizes industry-leading tools and stays ahead of design trends.

- Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro).
- Working knowledge of Figma and Canva
- Works with AI-powered design software to enhance efficiency and creative output.
- Continually learns and applies new design techniques, emerging trends, and digital tools.

Measures:

- Proficiency and speed in using design software.
- Successful adoption of AI and digital innovation tools.
- Ongoing professional development and skill enhancement.

REQUIRED SKILLS & QUALIFICATIONS

Experience Requirements:

- 1-3 years of experience in graphic design, branding, and marketing creative.
- Experience in B2B marketing, food & beverage industry, or agency environments preferred.
- Portfolio demonstrating expertise in print, digital, social, branding, and event marketing design.

Educational Requirements:

- Bachelor's degree in Graphic Design, Visual Arts, Marketing, or a related field preferred.
- Equivalent experience in branding, digital marketing, or creative design will be considered.

Skills & Competencies:

- Design & Branding: Strong understanding of typography, layout, color theory, and composition.
- Digital & Social Media Design: Experience designing for web, email, and social platforms.
- Software Proficiency: Mastery of Adobe Creative Suite and emerging AI-driven design tools.
- Time & Project Management: Ability to manage multiple projects in a fast-paced environment.
- Collaboration & Communication: Strong ability to work cross-functionally with teams and clients.
- Thrives in remote work environment.

IDEAL CANDIDATE PROFILE

The ideal candidate is a highly creative and detail-oriented designer with expertise in branding, digital design, and marketing collateral development. They thrive in a fast-paced environment and are eager to push creative boundaries while maintaining strategic alignment with business goals.

Additionally, the ideal candidate will:

- Have a strong design portfolio showcasing multi-platform creative work.
- Be proficient in designing for both print and digital applications.
- Stay ahead of AI-enabled design tools and emerging creative trends.
- Work effectively within cross-functional teams, collaborating with marketing and sales.

OPPORTUNITIES FOR PROFESSIONAL GROWTH & SKILL ENHANCEMENT

At Revelry Agency, we are committed to fostering professional development and creative excellence. As Graphic Designer, the successful candidate will have opportunities to:

- Enhance Digital & AI-Enabled Design Skills: Work with the latest tools in AI-driven design and digital marketing.
- Develop Multi-Disciplinary Expertise: Gain experience in branding, event marketing, and social media creative.
- Collaborate on High-Impact Brand Campaigns: Contribute to industry-leading foodservice marketing initiatives.
- Advance Within the Organization: Potential to grow into Senior Designer or Art Director roles.

SUMMARY

The Graphic Designer is responsible for developing branding, marketing collateral, digital assets, and event materials to support Revelry Agency's clients and internal initiatives. This role balances creative execution with strategic business impact, ensuring all design elements are visually compelling, on-brand, and results-driven. The ideal candidate is a talented, proactive, and collaborative designer who thrives in a fast-paced, innovative environment.

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