

## Web Designer

Digital Marketing Services – Roanoke, Virginia

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We are looking for a creative Web Designer to join the LeadPoint Digital team. You'll be responsible for designing user-friendly responsive website layouts, creating graphics for email marketing, and social media campaigns. Other responsibilities include creating new branding elements and enforcing existing brand guidelines for LeadPoint Digital clients.

This position will work closely with our developers throughout the project build process. Experience using Adobe XD or Figma is required. Excellent communication skills, attention to detail, and deadlines are a must.

### Responsibilities

- Create user-friendly responsive website layouts
- Designing digital marketing assets for animated and static online advertising platforms, email marketing and social media campaigns.
- Following and enforcing brand guidelines for LeadPoint Digital Clients.
- Work collaboratively with team members on design ideation.
- Communicate with internal stakeholders on progress of projects.
- Continuously evolve your knowledge of online user behavior, digital marketing processes, and LeadPoint Digital clients.

### Qualifications and Skills

#### Required:

- Bachelor's degree in graphic design, visual communications, or related field.
- Demonstrate knowledge in working with Adobe XD and/or Figma
- High social confidence, responsive, and a great communicator.
- Strong organizational, and prioritization skills.
- Meticulous attention to detail.
- Willingness to collaborate and to give and take constructive feedback.
- Ability to thrive in an agile, fast-paced agency environment.
- Willingness to foster a positive, transparent, and collaborative work culture.
- Demonstrated knowledge of Adobe Creative Suite.

#### Preferred:

- Experience graphic design on the internet.
- Experience in digital advertising.
- Experience or understanding of HTML and CSS.
- Familiarity with digital marketing strategies including conversion optimization.

## Benefits & Compensation

- Health Insurance
  - \$300 Paid by LeadPoint for Employee each month
  - Family Coverage Available, Cost to Employee Varies
- 100% Paid Benefits for Employee, including:
  - Dental Insurance
  - Vision Insurance
  - \$10,000 Term Life Insurance
  - Short-Term Disability Insurance
  - Family Coverage Available, Cost Varies
- Cell Phone & Downtown Parking Allowance
- Simple IRA with 3% Employer Matching
- 4-weeks Paid Vacation
- 5 Paid Sick Days
- Flexibility for Personal Situations
- \$50,000 annual salary

## Why do you want to work for LeadPoint Digital?

Work hard; play hard. LeadPoint Digital has a team-driven culture that's focused on creating winning strategies for clients. Digital marketing is a fast-paced environment that's changing every day. Our team is agile enough to meet the demands while delivering results, from building websites to developing SEO/PPC/social media strategies to building content marketing plans. We are growing a team with goal-oriented people who like challenges and solving problems. The LeadPoint Digital team works in-office in a mountain-metro location where after-hours play can start the minute you step out of the office in downtown Roanoke, VA.