

Marketing Graphic Designer

Midland GIS Solutions
501 N. Market
Maryville, MO 64468

Midland GIS Solutions is an industry-leader in providing exceptional Geographic Information System (GIS) mapping services to municipalities, utility companies, counties and private organizations throughout the Midwest. We are currently seeking a full-time **Marketing Graphic Designer** to join the team. You will work closely with our active sales staff and Operations Manager to produce and distribute compelling promotional material for our Company, support sales strategies, maintain company websites, and manage all conference and tradeshow activities.

The ideal candidate will be enthusiastic and self-motivated with the ability to effectively prioritize and manage multiple active projects. This position is best-suited for someone eager to work in a collaborative environment to gain broad experience in the various aspects of marketing and design.

Responsibilities:

- Assist in the creation, printing and distribution of marketing handouts, project case studies, proposals, tradeshow banners, and PowerPoint presentations
- Produce quality content on Company website(s), oversee general maintenance, write blog posts, etc.
- Assist with scheduling and registrations for industry tradeshow events
- Maintain and update company information on social media platforms
- Manage, edit and archive project and marketing photos
- Develop and design layouts for advertisements inclusive of copy and images
- Assist with market research and analysis of marketing and sales data
- Proofread print copy (proposals, advertisements, marketing materials, etc.)

Essential Skills:

- Proficient in Adobe Creative Suite (InDesign, Photoshop and Illustrator)
- Knowledgeable in using WordPress or similar Content Management System to update website content
- Exceptional writer from both a technical, grammatical and creative standpoint
- Ability to prioritize and complete tasks efficiently under aggressive project deadlines
- Desire to learn about the industry, our services, customers, and competitors
- Highly self-motivated individual with excellent communication skills
- Bachelor's degree in graphic design, marketing, or related field
- 1-3 years of graphic design or marketing related experience

Desired Skills and Experience:

- Experience in internet/social media marketing
- Basic understanding of Geographic Information Systems (GIS)
- Data analysis skills regarding sales data and website metrics

Midland GIS Solutions offers a competitive package of benefits for full-time staff, including:

- Paid Time Off (PTO)
- Paid Holidays
- Medical, dental, vision and disability insurance
- Life insurance
- 401K plans
- Performance based bonuses

Interested applicants, please email cover letter, resume, and references to Katie Shepherd, Operations Manager, at shepherd@midlandgis.com.