

WEB/GRAPHIC DESIGNER

We are looking for a **Web/Graphic Designer/Account Manager** to be part of our creative team. Must have a passion for great design, a positive attitude and an ability to collaborate with a dedicated group of creative and non-creative professionals. Must enjoy conceptualizing, presenting and executing ideas within a tight schedule. Must have the ability to communicate and establish client expectations, maintain account management. Must be an active listener and be service oriented. Substantial critical thinking skills are required.

Responsibilities:

- Serve as design lead on assigned projects and/or Clients
- Work with Core Team to conceptualize and develop strategies to meet projects goals
- Create internal/external company websites and print marketing materials including service spec sheets, brochures, etc.
- Design and implement user interfaces for our client's websites and web-based applications including; visual look & feel, graphics, styles, navigation and layout.
- Communicate and oversee the consistency of web design parameters, style guides and visual standards
- Work with Technical Team to facilitate and implement creative designs
- Stay up to date on industry evolution in both web and print environments
- Maintain assigned account bases while developing new accounts.
- Explain to customers how specific types of advertising will help promote their products or services in the most effective way possible.
- Recommend appropriate sizes and formats for advertising, depending on medium being used.
- Process correspondence and paperwork related to accounts.
- Keep Creative Director and sales representatives up to date on all aspects of the job.

Requirements:

- Experience with print and web design principles and solid knowledge of UX and UI design practices
- Thorough knowledge of Dreamweaver, QuarkXPress, Indesign, Photoshop, and Illustrator
- Thorough knowledge of Wordpress, HTML, and CSS. Knowledge of JS, and ASP and/or PHP a plus.
- Have a thorough understanding of responsive design practices.
- Knowledge of e-commerce web development and practices a plus
- Have an understanding of SEO practices
- Ability to work in a collaborative environment on simultaneous projects
- Ability to design for database driven websites
- Create and maintain the look and feel of various websites pushing to achieve the highest quality possible within technical and time-frame limits
- Able to follow direction, receive and process artistic and technical feedback in order to create unique design solutions

- Must enjoy working with people and be able to clearly communicate with clients directly.
- Ability to plan, schedule, prioritize projects and meet deadlines.
- Actively look for ways to help clients in all aspects of advertising and design.
- Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Must be able to maintain responsibility for excellent client service and administrative aspects of account management for multiple accounts at once.
- Proven history of creating original, innovative and strategically sound print and web based solutions for clients

Experience:

- Background of account management.
- Bachelor's degree
- Minimum 2 years design experience in an ad agency environment

Please provide a brief description of how you meet the above requirements, resume, samples of web and print media as well as your salary requirements to: jobs@arett.com .

EOE. Drug free workplace.

About Arett Sales

Arett Sales has been a premier distributor of lawn, garden & outdoor living supplies since 1951. We're a \$150 million company managed by a team of professionals dedicated to serving the needs of retailers in the lawn, garden and home improvement industries. With headquarters in Pennsauken, NJ, Arett operates out of more than 650,000 sq. ft. of warehouse space in Bristol, CT and Troy, OH with daily deliveries and salesperson service in 20 states and Washington, D.C.

Greensmith is a design firm and division of Arett Sales, focused on providing industry-leading results for our growing list of clients. Greensmith creates print and web marketing materials for Arett Sales, its subsidiaries, and their clients – independent lawn and garden retailers.