

DESTINATION
**BRYAN
TEXAS**

Position: Graphic Designer

Job Type: Full Time, Exempt Status

Salary Range: \$50,000 - \$60,000

Reports to: Director of Marketing & Communications

ABOUT DESTINATION BRYAN:

Born of converging cultures and built on deep Texas roots, Bryan is a community filled with authentic stories, people, and places – our legends. Our legends are ever evolving while staying true to our Texas spirit. Destination Bryan, a 501c(6) non-profit, is a destination marketing organization whose purpose is to drive economic growth to improve quality of life for Bryan, Texas through tourism marketing and destination development. Our primary focus is developing tourism assets to inspire residents of our community and potential visitors to experience these legendary stories.

At Destination Bryan, we are guided by our core values (**B.E.L.I.EF**):

- **Build Community:** Cultivate a supportive environment where trust, accountability, and inclusivity thrive, while being open to ideas from both internal teams and external partners.
- **Empower:** Support and uplift one another, our partners, and the community by converting challenges into opportunities and ensuring everyone feels included and valued.
- **Leave a Legacy:** Focus on making a lasting impact by improving the community and ensuring everything we do aligns with our goal to leave Bryan better than we found it.
- **Innovate:** Encourage curiosity, embrace competition, and ensure all ideas are heard, leading to personal and organizational growth.
- **Embrace Flexibility:** Adapt to changing circumstances with grace, maintaining a healthy work-life balance while remaining resilient and dynamic.

POSITION OBJECTIVES:

As the Graphic Designer at Destination Bryan, you will play a crucial role in creating compelling visual content that showcases the unique attractions, events, and experiences found in Bryan, Texas. Collaborating closely with our marketing team, you will develop visually stunning creative assets that engage and inspire our target audiences, promote tourism, and reinforce our destination's brand identity. Your creativity, attention to detail, and ability to deliver high-quality assets will help drive visitor engagement and contribute to the overall success of our marketing efforts.

DUTIES AND RESPONSIBILITIES:

- Develop visually captivating designs for a wide range of marketing collateral including apparel, promotional items brochures, flyers, banners, digital advertisements, social media graphics, event signage, and print materials that effectively promote our destination.
- Create engaging infographics, maps, and other visual content to showcase key attractions, landmarks, events, travel information, and economic impact data.
- Design project examples may include destination and/or community focused advertisements, event branding and marketing, business collateral, presentation materials and digital decks, infographics, animated and static social media posts, social media templates, logos, maps, event signage, digital and e-mail marketing templates, as well as layouts for printed brochures, reports and sales/PR materials.
- Collaborate with the Director of Marketing & Communications to conceptualize and execute creative campaigns that align with our brand strategy and target audience.
- Ensure consistent brand identity across all marketing channels and materials, maintaining design standards and guidelines.
- Stay up to date with industry trends and best practices, incorporating innovative design elements into our visual content.
- Manage multiple projects simultaneously, prioritize tasks, and meet deadlines while maintaining high-quality standards.
- Work closely with all departments, providing design support for sales initiatives, events, and various other projects.

QUALIFICATIONS & REQUIREMENTS:

- Bachelor's degree in Graphic Design, Visual Communications, Marketing or a related field (or equivalent experience).
- A strong portfolio demonstrating creativity, versatility, and a solid understanding of design principles, typography, and layout composition.
- Proficiency in industry-standard design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant tools.
- Familiarity with brand development and the ability to translate brand guidelines into visually impactful assets.
- Excellent communication skills, both verbal and written, with the ability to collaborate effectively with team members and external partners.
- Knowledge of digital marketing trends, social media platforms, and their impact on visual content creation.
- Ability to work in a fast-paced environment, manage multiple projects, and meet tight deadlines without compromising quality.
- Experience with destination-specific design, including tourism campaigns, visitor guides, maps, and promotional materials, is highly desirable.
- Strong attention to detail, a passion for storytelling, and a proactive approach to problem-solving.
- Must live in, or be willing to relocate to, the Bryan-College Station, Texas area
- Must be able to operate a motor vehicle and have a valid driver's license

WORKING KNOWLEDGE & SKILLS:

- Exceptional writing, communication, and proofing skills with demonstrated experience required

- Creative mind with an ability to conceive inspiring ideas
- Proficient with graphic design software (Adobe Creative Suite preferred)
- Demonstrated leadership and management skills
- Receptive to constructive feedback, and proven ability to apply feedback to your work
- Proven self-starter, effectively able to manage multiple priorities, and adheres to deadlines
- Strong project management, problem solving, and organizational skills
- Flexibility and ability to work in a changing and dynamic environment

BENEFITS:

- Salary commensurate with experience and qualifications
- Employer paid medical, dental, vision, disability, and life insurance for employee
- Paid holidays, sick, and vacation days
- Retirement 401(k) plan with 5% employer contribution and 3% employer match
- Professional development opportunities
- Paid Pregnancy & Parental Leave Policy
- Remote Work Policy

APPLICATION PROCESS:

Interested applicants should send their resume and portfolio to Chris Riggins, Director of Marketing & Communications at chris@destinationbryan.com. For additional questions, please call (979) 721-9506.

The intent of this job description is to provide a representative summary of the major duties and responsibilities performed in this position and is not all-inclusive of every job function. Position may be required to perform position-related tasks other than those specifically listed in this description.