



PPRA Job Bank Form

Position:	Visual Content Manager
Organization:	Ceisler Media & Issue Advocacy
Job Description/Requirements:	<p>About the job</p> <p>Ceisler Media & Issue Advocacy seeks a Visual Content Manager to expand the firm's integrated content offerings. This individual will be responsible for creating and editing digital products for a variety of firm clients, including videos, logos, graphics, presentations and other materials. In addition, the person in this role manages visual assets and brand kits for internal stakeholders, existing clients and prospective new business partners, while occasionally assisting the growing Digital Services team with social media needs and website maintenance. This position will report to the firm's Director of Digital Strategy in Philadelphia. The right candidate has strong video and digital design skills with a knack for storyboarding and feels at ease shooting for a variety of clients with different needs.</p> <p>Education</p> <ul style="list-style-type: none"> • At least four years of design experience in a public relations agency, corporation, political campaign, government administration or nonprofit organization and at least six years of total professional experience • Bachelor's degree in graphic design, communication design, advertising design or a related creative field <p>Requirements</p> <p>Proficiency with:</p> <ul style="list-style-type: none"> • Adobe Creative Suite, including Illustrator, Photoshop, Lightroom, InDesign, Premiere and After Effects • Content management systems, including SquareSpace, Wix and WordPress • Constant Contact, MailChimp or other email platforms. • HTML • Microsoft Office, including Outlook, Word and PowerPoint • Best practices for optimizing design and video performance for social media and web audiences • Principles and methods of search engine optimization (SEO) • Designing for digital marketing campaigns • Working on projects with established brand guidelines • Experience with HTML5 design is a significant plus <p>Affinity for:</p> <ul style="list-style-type: none"> • Attention to the smallest of details • Consistent adherence to brand standards • Aesthetics in color and typography • Keeping up with trends and changes in the design field • Design best practices <p>Additional Required Competencies:</p> <ul style="list-style-type: none"> • Strong understanding of public relations as an industry and client obligations • Excellent oral and written communications skills, including grammar skills • High attention to detail • Superior time management skills • Superior organization skills • Strong problem-solving and critical thinking skills • Can-do attitude with an instinct to troubleshoot obstacles individually

- Proven track record of excellence, consistent performance and accountability
- Willingness to adapt to changing needs of a fast-paced company and industry
- Ability to juggle and prioritize responsibilities based on impact, timelines, team workflow and goals
- Collaborative work ethic and ability to work in a team-oriented culture
- Confident personality supported by disciplined, logical thinking and fact-based, documented conclusions and opinions
- A diverse portfolio including both print and digital design

Responsibilities

- Designs graphics, illustrations, motion graphics, logos, brand guides, marketing materials, presentations, newsletters, advertisements and other visual communications materials
- Shoots and edits video and photography; travel may be required
- Manages the firm's internal brand and related materials
- Supports the creation of Ceisler Media's monthly newsletter
- Creates and updates Wix and SquareSpace websites, including purchasing and managing web domains
- Works with print vendors for print production, estimates and timelines
- Assists in managing an ever-growing asset library (optimizing, resizing, editing, etc.)
- Supports virtual and in-person event multimedia needs
- Manages relationships with project leads and clients to meet project timelines for key deliverables
- Stays on top of current trends in the creative and design landscape
- Advises clients and account leads on creative strategy, serving as a partner to brainstorm concepts with the team that will highlight original, engaging design solutions
- Troubleshoots client issues related to design and websites
- Assists with streamlining and implementing internal digital processes across the firm, as well as communicating with internal stakeholders
- Handles various administrative and operations tasks, including but not limited to coordinating client billing information, executing internal communications, research, updating databases, organizing digital files, scheduling meetings and notetaking

Contact Information:

Apply Now

To apply, please email the following information to careers@ceislermedia.com:

- Resume
- Cover letter
- Salary requirements
- Portfolio of work
- Three references
- **Proof of Covid-19 vaccination**

Please include the position you are applying for in the subject line.

Special Notes: