Title | Digital Designer & Email Developer (HTML/CSS)
Department | Marketing
Reports to | Digital Marketing Manager
Hours | 8:00 am – 4:00 pm

**Job purpose**

The individual in this role will be responsible for assisting the marketing team with design-related tasks applicable to various current and upcoming campaigns. This position will be actively involved with daily email development and design. Other tasks to include website ad creation, social media assets, website wireframing, and creating other digital materials as needed. The successful candidate will be well-organized and produce assets in alignment with the brand standards of the association and marketing best practices.

The Digital Marketing Designer position requires a high level of attention to detail and speed in execution. Candidate must be self-starter, able to quickly learn and apply new knowledge in a fast-paced, dynamic environment.

**Duties and Responsibilities**

- Develop HTML/CSS-based, responsive emails for marketing campaigns and newsletters
  - Test email design for functionality and rendering using Litmus
- Ensure email design and assets follow industry policies and best practices
- Proactively provide new ways to add dynamic content and improve current email processes
- Design assets for use across association digital channels such as website and social channels
- Keep design assets organized and accessible
- Help execute smaller projects such as PowerPoint layouts, website design assistance and wireframing, logo creation, and other marketing collateral as needed
- Assist with print design as needed

**Key Competencies**

- Strong understanding of the latest design trends, tools, concepts, and technologies
- Expert knowledge of HTML/CSS
- Proficiency in Adobe CC: Photoshop, Illustrator, Dreamweaver
- Thorough understanding of email marketing best practices
- Strong eye for design, typography, and layout with excellent attention to detail
- Ability to receive and implement feedback
- Proven effective at multi-tasking in a high-volume, deadline-intensive environment
- Excellent communication skills – verbal and written
- Understanding of marketing roles, concepts
- Familiarity with social media channels, best practices
- Design support of various websites including WordPress and other platforms
- Experience using Real Magnet or other email service provider (ESP), a plus
• Video editing, a plus

Qualifications

• Portfolio showcasing heavy digital design work and email development
• Associate’s degree in Design or related field
  o And/or 3-5 years related design or advertising agency experience
• Bi-Lingual in Spanish beneficial but not necessary
• Prior experience working with associations/trade organizations beneficial, but not essential
• Prior experience within the cleaning and/or restoration industry beneficial, but not essential

Working conditions

This position will require working standard business hours, sitting for extended periods of time, standing, and some minor lifting. This position may be required to attend annual trade show for a week which will consist of travel and overnight stay.

Direct reports

No direct reports.

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