



Ad Designer

Job Description

Department: Visual Media

Reports to: Visual Media Manager

Who we are

LaGwana is a creative services company based on Christian principles. As such, we aim to grow and empower our employees, serve our local community, and fairly serve our customers.

Job Role Summary

The Ad Designer will specialize in publication ad design and work closely with CSRs and the Proofreader to ensure quality design proofs are sent to the customer in a timely manner and that proper corrections are made and finished in accordance with deadlines. This individual will work primarily on our *The People's Exchange* schedule (deadline every other week) and use off weeks to begin the next cycle, work on ads and possible article layouts for the other publications, and has the potential to help with print job designs when needed.

This role occasionally requires meeting with customers.

Key Responsibilities/Tasks

- Works through a large number of ads in a two week cycle
- Designs for publications, primarily customer ads but may include some article design
- Can follow design instructions to create the customer's vision but also be able to generate a fresh vision for the customer when needed
- Meets a variety of design needs from minor changes to existing ads up to creating new ads from scratch
- Prioritizes work based on deadlines and asks for help when needed to ensure deadlines are met.

Personal Skills/Qualities

- Desire to learn
- Friendly demeanor
- Deadline focus
- Quick designer
- Eye for composition
- Detail-oriented

Technical Skills/Knowledge

- Computer proficiency
- Relevant certifications preferred
- Adobe Creative Suite (specifically InDesign)

Work Environment

The work environment described here is representative of those that must be met by an employee to successfully perform essential job functions. Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.

While performing the duties of this job, the employee is regularly required to effectively communicate through speaking, listening, and typing. The employee frequently is required to stand and walk as well as lift up to twenty pounds.

The main duties of this job are performed in an office setting. Overtime may be required on occasion.