



## CREATIVE MEDIA SPECIALIST

**ORGANIZATION** - The Las Vegas Global Economic Alliance is a public-private partnership dedicated to growing the economy in Southern Nevada through connectivity, community development, and strong business recruitment, retention and outreach. As Southern Nevada's regional development authority, we help out-of-market businesses make Las Vegas home, and help companies here grow so that our community can thrive.

The Marketing and Communications Team is a dynamic, fast-paced team within a regionally connected business organization that strives to advance organizational strategies through engagement, information, events, and storytelling.

**POSITION DESCRIPTION** – The LVGEA is seeking a Creative Media Specialist to be the in-house graphic designer, videographer, and photographer. This position will be responsible for creating innovative, visually impactful designs, videos, and media for digital, print, and social applications. This role will help the Marketing & Communications team maintain the continuity and integrity of the LVGEA brand internally and externally.

We'd like to find somebody with strong visual communication skills and a mission-based mindset.

You'd be a good fit for this job if you ...

- Have a passion for visual storytelling
- Are comfortable independently leading and completing projects
- Like to wear a lot of creative hats

**ROLES & RESPONSIBILITIES** – We are a small, close-knit team, so you can expect variation and flexibility in what you do day-to-day, but generally you'll work in these areas:

- Strong visual storytelling skills with the ability to produce, and edit video and motion graphics
- Conceptualizes, designs, and produces print and digital media for web, social, events, and marketing, such as: signage, presentations, brochures, ads, branding, and other collateral.
- Work with Marketing & Communications team to facilitate creative projects concept through production and delivery for campaigns, events, sales support, and fundraising.
- Maintains knowledge of the latest design and video trends and best practices
- Collaborate with other internal teams, external clients, and stakeholders to craft the message
- Preserve and uphold brand standards for the organization
- Help manage and distribute creative assets as needed

**QUALIFICATIONS AND SKILLS** – If you want to work with us, we're searching for people who have...



- 3-5 years' experience in a creative role whether in-house or agency
- A bachelor's degree in graphic design, visual arts, marketing, or related field
- Expertise with Adobe Creative Cloud (specifically, but not limited to, Adobe Illustrator, InDesign, Photoshop, Premier and After Effects)
- Proficient with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Strong portfolio showing the depth and breadth of design and creative capabilities.

Your application will be even better if you have ...

- Experience using marketing automation tools (HubSpot)
- Knowledge of web design and development (WordPress)

**HOW TO APPLY** – Please submit a resume, cover letter, and portfolio to Breanna Bensoua, Senior Director, Marketing & Communications, at [breannab@lvgea.org](mailto:breannab@lvgea.org).

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.