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## SPACEPORT AMERICA VISUAL BRAND COMMUNICATOR

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### General Summary

Provides design and digital media support to visually communicate, promote and optimize the Spaceport America brand across all integrated marketing channels.

### Spaceport Visual Brand Communicator

Jobcode Q40402

Pay Band 55

FLSA Status: Exempt

### *Distinguishing Characteristics*

This is the full performance Visual Brand Communicator capable of designing and marketing a visual communications program to build and maintain the growth of the Spaceport America brand.

### *Minimum Qualifications*

Bachelor's degree in design, business or visual brand communication and three (3) years of experience (which includes a minimum of 1-2 years in corporate setting) across multiple visual media design channels, art directing and graphic design. Any combination of education from an accredited college or university in a related field and/or direct experience in this occupation totaling seven (7) years may substitute for the required education and experience.

### *Essential Duties and Responsibilities\**

- Works with the Brand Marketing Manager to conceptualize, design, manage and maintain visual brand assets, layouts, and animations for digital marketing media, including websites, microsites/landing pages, social media channels, video editing, display ads, campaigns and rich email layouts, branded merchandise and all types of marketing collateral (both print and digital), signage and other dynamic resources.
- Determines the best use of technology (software, etc.) to get the job done combined with the best use of imagery, color, and style based on the input from the Brand Marketing Manager
- Defines, develops and implements a sales strategy to ensure consistent, profitable growth in spaceport revenue.
- Manages the Search Engine Optimization (SEO) and monitors Google Analytics aspects of a communications development plan.

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**Bargaining Unit:** Not eligible.

**Statutory Requirements:** N/A

**Conditions of Employment:** N/A

**Working Conditions:** Working Conditions for individual positions in this classification will vary based on each agency's utilization, essential functions and the recruitment needs at the time a vacancy is posted. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

**Established:** 06/19/2015

**Revised:**

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*\*Essential Duties and Responsibilities are intended to be cumulative for each progressively higher level of work. The omission of specific statements does not preclude management from assigning other duties which are reasonably within the scope of duties. Classification description subject to change. Please refer to SPO website ([www.spo.state.nm.us](http://www.spo.state.nm.us)) to ensure this represents the most current copy of the position.*