

VISIONAL

Creative Coordinator

OBJECTIVE

Assist the Creative team in delivering a world-class experience by maintaining a strong and cohesive brand on-line and off-line while delivering exceptional design and writing for client projects.

WHAT WE ARE LOOKING FOR

Are you creative? Interested in events, storytelling, and design? Visional wants to work with you! The perfect person for this job lives to wear multiple hats in a given day and has the flexibility to bounce between projects quickly. In this role, you will report to the Director of Creative and Culture and assist in the execution of internal marketing strategies and external client projects. In this role you'll craft compelling social media content, develop marketing collateral that wows clients, and provide design work for world-class projects. No two days are quite the same.

MORE ABOUT VISIONAL

Founded in 2014 by Kyle Means and Jim Steurnagel, Visional is a creative production agency specializing in creative, production, virtual, experiential, and environmental solutions. Our goal is to develop ideas into cutting-edge visuals that you and your guests will love.

We help clients all over the world create unique visual experiences by combining cutting-edge video and lighting technology with years of expertise in visual engineering. We're friendly, energetic and driven to help our partners develop and execute incredible experiences for their clients. We thrive on building relationships and helping organizations deliver their message through creativity, technology, and collaboration.

Be nice. Do good work. That's our motto. Visional gives you the industry-leading tools and the expert team you need to make your vision a reality. Corporate events, rock shows, interactive installations or brand activations — we're here to help every step of the way, from pre-production to load-out.

Visional is headquartered in Atlanta, Georgia with offices in and Denver, Colorado, Orlando, Florida, and Los Angeles, California. Further information is available at wearevisional.com.

MORE ABOUT YOU

- Bachelor's degree (BS or BA) in Marketing, Communications, Creative or related field
- Minimum of two-four years design, marketing, or other relevant experience
- Ability to wear multiple hats as a creative generalist (don't worry we won't make you wear a beret or a top hat, unless you want to)
- Passion for design, photography, videography, video editing, social media, and digital marketing
- Experience generating ideas and creating content for innovative campaigns and projects
- Firm understanding and familiarity of working with brand guidelines and style guides
- Strong working knowledge of current media, industry and consumer trends that affect our audiences
- Proficiency with major social media platforms and social media management tools
- Stellar copywriting and editing skills for press releases, editorials, blogs, captions and scripts
- A keen eye for detail and attractive design aesthetics
- Ability to troubleshoot problems and overcome obstacles through self directed learning
- Life long learner with interests and desire to grow skills in a variety of creative fields
- Proficiency in latest versions of Photoshop, InDesign and other Adobe graphic design software
- Proficiency in latest versions of Premiere and other Adobe video editing software
- Excellent customer service, communication, and interpersonal skills
- Team player with a willingness to take on production tasks to help the team succeed
- Ability to set and manage deadlines within a team as well as meet individual deadlines under limited supervision
- The ability to work under pressure and quickly adapt to changes
- Comfortable working in the company office, from home, and in the field
- Ability to receive and apply constructive feedback productively
- General knowledge of production industry
- Highly attentive to safety in and around warehouse spaces, event venues, and job sites
- Valid Driver License, and ability to travel (30%)
- Ability to pass criminal background check

YOUR DAY-TO-DAY

- Provide marketing and project support for Creative department
- Maintain brand materials, website, and other touch points according established brand standards and style guides
- Ideate and develop engaging brochures, catalogs, white papers, case studies, case study videos, sizzle reels, and other relevant collateral
- Provide graphic design support for RFPs, RFQs, presentations and other sales materials
- Ideate and generate copy for press releases, case studies, white papers, biographies and editorials

- Capture and manage project photography and videography
- Maintain brand asset, digital asset, editorial databases
- Collaborate with team to manage monthly social and editorial calendars
- Ideate and create original social media content to be used across various social media platforms
- Evaluate social media analytics, create reports on campaign efficiency, and identify social trends and opportunities for innovation
- Participate in lead tracking and client, competitor, and industry research to support the Sales team
- Prepare and maintaining a detailed record of all promotional activities and materials
- Support Visional's participation at industry, client events, conferences and trade shows
- Brainstorm and collaborate on innovative social and digital marketing campaigns to help us stand out in the industry
- Participate in company meetings and activities
- Collaborate with Director; Creative and Culture to tackle daily creative operations

OUR OFFER TO YOU

- Base Salary
- Medical Insurance Plan
- Dental Insurance Plan
- Vision Insurance Plan
- Remote Work Flexibility
- 401K with matching contribution
- Profit Sharing Program
- Skills development activities and opportunities for career advancement
- Professional Development Reimbursement Program
- Personal Enrichment Program
- Work environment conducive to personal health and well-being

Those interested should send an e-mail with CV and letter of interest to careers@wearevisional.com.

Requisition # 22-001

Availability Full Time

Location Atlanta, Georgia, USA