

Job Brief: Graphic Design Intern

We are looking for a creative and driven **Graphic Design Intern** to join our fast-paced and innovative team. The Graphic Design Intern will have up-to-date knowledge of digital, social media, marketing, advertising and communication trends and the ability to collaborate with our design and client success team members to interpret our various clients' needs and translate into compelling graphics that result in high impact and engagement. The Graphic Design intern will work on a variety of projects across multiple platforms supporting the overall strategy and execution for the agency and its clients.

The Graphic Design Intern will report to the lead designer and will be responsible for maintaining a strong brand voice for our various clients and for our agency, contributing to the creation of attention-grabbing content and compelling visual storytelling, supporting organic and paid efforts, staying ahead of the curve on trends and identifying ways to drive engagement, improve brand awareness, brand position, reach, loyalty and overall growth through exceptional design.

The Graphic Design Intern will also be involved with various agency and client projects and assignments as needed in various capacities (ex: special events, networking, and cause related marketing initiatives.)

Responsibilities

- Conceptualize visuals based on requirements and strategy; Work with internal team members and clients on creative direction and intent
- Prepare rough drafts and present ideas to internal team members and clients, amend designs after feedback, ensure final graphics and layouts are on-brand and high caliber
- Support design-focused client-facing projects
- Participate in client strategy and creative sessions
- Develop illustrations, logos, visual identify elements, style guides and other branding designs
- Develop print and digital collateral for marketing, advertising and communications campaigns
- Participate in photo shoots; edit photos and video
- Generate high level graphics for client websites including site mock-ups and sitemaps
- Test graphics, amend designs after feedback and performance insights
- Special assignments as needed

Requirements

- Entrepreneurial spirit and positive attitude
- Seeking a degree in: Design, Fine Arts, or related field preferred
- Prior agency or client-focused experience preferred
- Proficient in Illustrator, Photoshop, and InDesign



- Candidate will have at least two years' experience in studying graphic design for business with strong portfolio of supporting work
- Excellent oral and written communication skills
- Proficient in computer software programs with a knowledge of Microsoft Office Suite and Adobe Creative Suite
- Flexibility, adaptability, and the ability to learn quickly in various technical and creative environments
- Working knowledge of design, color, and typography principles
- Ability to adhere to brand guidelines and budget
- Detailed oriented and highly organized
- Knowledge in digital best practices, layout design and typography
- Understanding of digital formats across screen sizes and devices
- Good understanding of web technologies and standards
- Ability to multi-task and manage large scale projects
- Ability to handle multiple design projects in a fast-paced weekly workflow
- Strong desire to be part of a team and a quick learner

To Apply:

Please send a cover letter and resume to carly@flashlightmarketing.com

Location: This role is an in-person position based out of our Springfield, PA office at 400 W. Sproul Rd, Springfield PA 19064

ABOUT US:

Flashlight Marketing is an award-winning creative marketing, communications and digital services agency specializing in helping privately owned businesses, entrepreneurs, and start-ups to scale and grow. We leverage our years of expertise and our commitment to continuously evolve our offerings to remain ahead of the competition and exceed our client's expectations. Our passion is what drives us while strategy is what guides us. As a strategy-first agency, our thoughtful customized solutions will maximize impact, streamline expenses and attain an impressive return on investment. Working with us will allow you to achieve your strategic goals at an aggressive pace and expedite growth.

ALL POTENTIAL EMPLOYEES ARE EVALUATED WITHOUT REGARD TO RACE, COLOR, RELIGION, GENDER, NATIONAL ORIGIN, AGE, MARITAL OR VETERAN STATUS, THE PRESENCE OF A NON-JOB RELATED HANDICAP OR ANY OTHER LEGALLY PROTECTED STATUS.

