



## Graphic Designer/Content Creator - Job Description

### Company Summary:

Onyx+East is a residential developer/homebuilder that delivers well-crafted and designed homes to clients. We focus on building in walkable, lasting locations ensuring each property provides comfort, livability, convenience, viability, and practicality. We treat every home as a piece of art. We are committed to serving our clients through offering a quality project, maintaining transparent communication, and encouraging a relationship and exceptional experience, rather than a mere transaction. We are thinkers. We are visionaries. We are envelope pushers. We work towards ensuring our residents live with a sense of comfort, community, and sustainability.

### Job Summary:

Onyx+East is looking for a Graphic Designer with outstanding organizational skills, creative individuals with fantastic communication skills and excellent time management. From day one, this individual will contribute to existing marketing programs, while assisting with the development of new initiatives aligned with company and client goals. The ideal candidate will have prior experience with a wide range of marketing functions, including communications, branding, graphic design, photography, digital marketing, and social media. The Graphic Designer/Content Creator must be an organized multitasker able to handle many diverse projects at once and meet tight deadlines. This position requires a high level of attention to detail and organizational skills along with working in conjunction with team members and clients. The Graphic Designer/Content Creator will function as an O+E brand ambassador and should represent the company appropriately during in-person and phone interactions.

### Key Job Duties and Responsibilities:

- Support the marketing department's initiatives with the, executing, marketing programs such as email, event, social media, and all content marketing.
- Assist in the completion of assigned projects and prioritize assigned tasks including web development, social media, graphic design, photography, videography, signage and research.
- Oversee and keep up to date all printed deliverables, signage and website pages.
- Create/maintain collateral materials including floor plans, marketing flyers, site plans, included feature sheets and corporate brochure.
- Logo creation for new communities
- Develop and manage content and social media marketing programs.
- Assist with Design Center materials including but not limited to Packages collateral, photography, and price sheets.
- Assist with promotional activities for new product and new community launches.
- Performs special projects as requested.
- Contributes to team and company effort by providing assistance as needed.
- Ensure delivery of excellent client service, consistently with the O+E brand.
- Other duties as assigned.



Experience and Skill Requirements:

- 2-5 years of experience in Graphic Design
- Proficient in using the Microsoft Office Suite, Adobe Illustrator, and InDesign Graphics Suite
- Skilled Graphic Designer
- Excellent organizational and prioritization skills
- Demonstrated experience in managing multiple tasks
- High attention to detail
- Excellent verbal and written communication skills
- Ability to self-motivate and work independently
- Creativity/Willingness to experiment
- Ability to contribute individually and lead, manage or participate in cross-functional teams
- Persuasiveness
- Ability to create great working relationships with all levels within the company and across multiple disciplines
- Strong project management skills
- College degree or commensurate experience preferred

Reports to: Director of Market Strategy