



Digital Designer

Revised 12/17/17

The Digital Designer is an independent contractor position reporting to the Marketing Manager of THE SPEAKEASY. A minimum of twenty hours per week is required. The position is not eligible for paid time off or any other benefits. The Marketing Designer uses her / his own tools and may work primarily off-site, but is required to be on-site for marketing meetings every Monday and Thursday. Primary duties include:

MARKETING DESIGN

- Play a central role in defining the company's visual identity
- Design print and digital media, including advertisements, brochures, posters, rack cards, email messages, and online assets

WEB DESIGN

- Maintain website content, update messaging, and add pages as necessary
- Optimize website for speed and search results
- Track website analytics and provide periodic reports
- Develop next-generation website using the Divi page authoring platform and WooCommerce

UX DESIGN

- Design purchase flow for all e-commerce transactions
- Improve usability of existing website

Required Skills

Adobe Illustrator

Adobe Photoshop

WordPress

HTML/CSS

Goggle Analytics