



DESIGN COORDINATOR

Beginning January 2021

What We Will Lean On You For:

We will lean on you to bring the Eloise Company LLC brand and clients' brands to life through graphic and web design. We are highly focused on connecting people with brands by fully understanding the personal elements of a brand. Eloise is a teacher and consultant first which affects how the team works together and how we serve clients. Eloise's goal is to teach clients and equip them with the tools and resources to implement their brand on their own. Clients look to us to help them communicate who they are, how they are different, how they can serve. Thus an ability to communicate through design and copy is important to fully serve our clients. Here is a detailed list of what we need in our newest team member:

- Ability to translate conceptual designs and mock-ups into polished final illustrations and designs.
- An excellent understanding of layout, composition, color theory and technical aspects. Stay up-to-date with the latest trends and technologies.
- Knowledge of Adobe Creative Cloud suite of software, particularly Adobe Illustrator, Adobe InDesign and Adobe Photoshop.
- Capability to work with an intimate team as well as clients to design and develop engaging artwork for use in digital, print, motion graphics and the web.
- Versatile design abilities in branding, typography and packaging
- Ability to adapt to a wide range of styles and brand aesthetics for the Eloise Company LLC brand and client brands. Must be able to follow established designs and produce consistent work.
- Ability to develop visuals from scripted content, providing initial storyboards, wireframes and other conceptual products to management as part of the development process.
- Must be able to Wix website platform to update and create dynamic websites; familiarity with Squarespace, Shopify, and WordPress is appreciated
- Must be culturally sensitive with an open sense of humor, able to share and collaborate with a diverse team of individuals.
- Must be able to provide and receive constructive criticism in a professional manner.
- Meets all deadlines while juggling multiple projects

Strengths & Skills Necessary for the Position:

- Strong aesthetic eye and dedication to keeping all content on brand visually
- Ability to adapt to client's brand voice through written copy
- Proven ability to manage multiple projects/responsibilities/clients through organization, time-management, and self-direction
- A resourceful work-ethic and ability to research to find solutions
- Ability and willingness to work independently/remotely and with the team, primarily with Eloise

Reputation and Personal Brand:

Brand and reputation are big to us! Hopefully your personal brand is known for the following:

- Known for going over and beyond the task and appreciating quality work
- Known for taking initiative
- Known for serving others and having patience with others
- Known for taking responsibility for tasks, faults, and victories
- Known for wanting to learn and read to improve self and others
- Known for confident humility

- Known for being punctual, reliable, and committed
- Known for communicating professionally and being able to adapt to the target audience
- Known for being creative with a strong aesthetic eye
- Known to use social media daily and genuinely enjoy it
- Known for being professional in speech and writing
- Known for being self-motivated and self-disciplined

Experience:

- Completed 2 or 4 year degree. Preferably in graphic design, PR, marketing, business, or communications, but all fields are accepted as we base qualifications on experience, transferable skills, and character.
- 2+ years utilizing Adobe design software and designing for business brands

Preferred Qualifications:

- Skilled in Adobe Photoshop, Illustrator, and InDesign
- Familiar - Proficient using Wix website design platform
- Familiar with social media platforms in order to design graphics appropriately
- Familiar with creating motion graphics such as GIFs
- Familiar with email marketing design

Job Environment & Position Specifics:

We are a remote team based in Auburn/Opelika, AL. You will work from Eloise's home office or from your own office. Most clients are located in the area but some are located in Georgia and across the United States. There is a need for this position to be in Auburn or near it for specific client work. Eloise encourages each team member to grow as a professional and thus is open to flexible hours. The team meets weekly and this position will meet with Eloise individually throughout the week. Attendance at client meetings with Eloise is also required. The key to working in the team, is a servant-mindset, self-responsibility, and time management. Currently this position is an hourly position. As the business grows and client work increases, we will need someone for 30-40 hours a week. The goal of this position is to move into full time hours. Health benefits and retirement are not included in this position.

How to Apply:

Eloise Company LLC. is a branding and career consulting company that focuses on the details (both visually and through words). This means we are very intentional about how we communicate and we appreciate those who put forth effort in all that they do. Please see our LinkedIn page, social media profiles, and website to fully learn about what we do and preach. If you feel your strengths, skills, and passions align with what we do, we would LOVE for you to apply!

- 1-page resume (PDF only)
- Coordinating cover letter page (PDF only) - please share about your graphic design experiences and successes you have had building other's brands. Also, please share if you know your Enneagram, Strength Finder's, or DISC assessment results.
- Coordinating reference page with 2-3 references (PDF only)
- Please include your LinkedIn URL and social media handles somewhere on your materials so we can learn more about you!

What to expect from the interview process:

1. Apply through LinkedIn or by emailing Eloise at eloise@eloisedesignco.com
2. We will review each application and contact applicants who are qualified for a 15-minute phone call with Eloise
3. If the initial phone call is successful, the applicant will be asked to complete an exercise in branding/graphic design + share Enneagram, Strength Finder's, or DISC assessment results
4. The next phase is an in-person interview with Eloise if the applicant is able to complete the exercise well
5. If both the applicant and Eloise want to move forward, a shadowing day with Eloise will be scheduled so the applicant can interact with the team in-person or virtually
6. If the shadowing experience is successful for both sides, a potential job offer will follow

