

Our marketing team is looking for a hands-on **Content Designer** with strong creative skills to create both print and digital assets.

If you want to make a direct impact in a growing marketing team, this role is for you!

The Highmark Difference:

At Highmark Companies, we design, build, remodel, restore and project manage all under one roof. And we do it with our own people. We're experienced, passionate, and accomplish great things while working in a culture that is fun, driven, and professional. This year, we received the high honor of being named by Star Tribune as one of the 2022 Top 200 Workplaces in Minnesota. We couldn't have gotten this amazing honor without our employees. Come see what it's like to be a part of a Top Workplace!

Pay: \$55,000-\$60,000

Job Responsibilities:

- Create all marketing material (i.e., brochures, flyers, stickers, postcards, social media content, digital advertising, and other content)
- Create and edit photo and video content
- Introduce and execute new ideas through copy, design, photography, and video
- Attend weekly meetings with project development team to optimize content capture
- Strategize, plan, and formulate a monthly content calendar
- Promote a high-end brand by ensuring a consistent experience across all channels and media
- Maintain and update company websites and email campaigns
- Visit projects onsite to capture before, in progress and after photos
- Engage in company events (i.e., Parade of Homes, and other events)

Qualifications:

- 2+ years of experience
- Bachelor's Degree in Art/Graphic Design, Business, Marketing or Communications
- Highly proficient in Adobe Creative Suite- InDesign, Bridge, Illustrator, Photoshop, After Effects, Adobe Premier, iPhone
- Proficient in social media and reel creation
- A keen eye for aesthetics and details
- Excellent communication skills
- Photography / video skills are a bonus

Benefits: Our employees enjoy competitive benefits include a flexible paid time off policy, advancement and education opportunities, health insurance (company pays 100% of employee-only premium on lowest cost), dental insurance, vision insurance, paid holidays, profit sharing and 401k.

Culture: Our culture lives within our five core values– wise, intentional, driven, trustworthy and humble. That is the center of all our employee decisions. If these core values are a part of who you are, join our team and contribute to the endless heights this organization can reach. Learn more at HighmarkCos.com