



MARKETING & GRAPHIC DESIGN SPECIALIST

WHY WORK WITH EDULOG?

As an employee at EDULOG you will have the opportunity to gain invaluable experience in the software industry while helping improve the student transportation system through our leading-edge technology nationally and internationally. EDULOG is a great company to expand on your existing knowledge and provides you with opportunities to grow professionally and move interdepartmentally as your skills develop. EDULOG is a collaborative and creative atmosphere where employee ideas are encouraged and appreciated.

SUMMARY & OBJECTIVE

EDULOG is looking for a marketing and graphic design specialist to create content for our marketing team such as print and email campaigns, manage our online presence, graphic design, and video marketing. You will work on a variety of products including: web graphics, product sheets, corporate identity, PowerPoints, video marketing, brochures, PDFs, logos, icons and various tradeshow materials. You will work closely with the business development team but, will also fulfill the needs of other departments to create cohesive, compelling visuals across departments. You will create and apply a consistent brand image for use in a wide array of marketing and presentation materials.

Our ideal candidate has demonstrable skills with basic website management, graphic design and video experience. You should have effective communication skills, be able to perform well under pressure with tight deadlines and be detail-oriented.

DUTIES & RESPONSIBILITIES

- Create and design promotional materials aimed at our clients and products. This includes postcards, folders, flyers, and icons and images for the website.
- You will create images and provide input for design on marketing campaigns and social media images.
- Create video and animated content using PowToons.
- Create content for our various media channels. This means copywriting, video work, graphic design, surveys, web design; or some combination thereof.
- Create PowerPoints for Business Development team.
- Perform market research and gather information to help guide our content creation based upon what is happening in our market.
- Must have proficiency in creating visual assets using Adobe Creative Suite.

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Candidates should have basic familiarity with the following:

- Video and Animation experience are a benefit to any candidate.
- Website publishing and content creation.
- Experience with the following programs: Adobe Creative Suite, MS Office, PowToons, PowerPoint, MS Office, Microsoft CRM, Wordpress CMS, Twitter, Facebook, Instagram, HootSuite, and HTML.

SKILLS & QUALIFICATIONS

- We're looking for someone who isn't afraid to ask questions but is also be able to creatively solve problems independently.
- Is able to manage and adhere to project schedules to meet deadlines.
- Can communicate effectively, work well under pressure and meet tight deadlines.
- Can reprioritize and switch gears quickly as projects may come up with short notice.
- Eagerness to learn about the industry and perform self-guided research as needed.

TO APPLY: Please visit our website at <https://www.edulog.com/employment/> to fill out an application and submit a cover letter, resume, samples of your work and/or your marketing portfolio.

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