
Training Content Graphic Specialist

Send resume to resumes@bicsi.org



BICSI is an Equal Opportunity Employer (EEO).

OUR MISSION

BICSI is a global professional association supporting the advancement of the information and communication technology (ICT) profession. BICSI's core values are integrity, service, and excellence, and our vision is to be the preeminent resource for the Connected World with focused values in leadership, excellence, innovation, integrity, and inclusion.

SUMMARY

Serves as a member of an energetic, results-oriented Marketing Department. Responsible for coordination and creation - from start to finish - compelling visual content and collateral including graphics, presentations, promotional materials, signage, animation, and other training-related assets that effectively communicate the purpose of BICSI's training programs. Content creation includes video editing, presentation layout, concept mockups, and photo editing. Works closely with the Marketing and Professional Development teams to ensure that all visual materials are aligned with BICSI's overall training and education strategy and branding guidelines, and ensure that all materials are consistent with BICSI's overall visual identity.

This position also assists with project requirements and concepts across a variety of mediums (responsive design, motion design, social assets of various shapes and sizes). Ensures BICSI meets target customer ICT training and education needs, using various techniques to create drafts, storyboards, and wireframes that derive customer satisfaction, focuses on growing training revenue, and maximizing the financial performance. Forms of communication include but are not limited to sales/marketing collateral (brochures/flyers/mailers), social assets, interfaces, websites and app designs, broadcast emails, PowerPoint presentations, and forms/applications. Critical to this position is a high level of digital media experience, ability to work closely with other departments to receive feedback, multi-task, and a flexible work style.

SUPERVISORY ROLE: None

DUTIES/RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The responsibilities listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform essential functions. Performs tasks to support the implementation of department-sponsored events, including but not limited to the following:

- Create compelling visual content and collateral materials for BICSI's training and education program.
- Ensures the team meets target customer ICT training and education needs, interpret the needs for a project; develops design briefs by gathering information and data to clarify design issues; thinking creatively to produce new ideas; using innovation to redefine a design brief and meet the constraints of cost and time.
- Plays a key role as a designer and content creator. Plans, leads, and coordinates all branding art projects for BICSI's training and education programs.
- Collaborates with Marketing and Professional Development teams to develop creative ideas and promotional strategies that ensure consistency with BICSI's overall visual identity.
- Creates, schedules, and manages timelines, and implements (sends out) a variety of on-going content promoting all of BICSI's training and education programs.
- Design graphics, presentations, promotional materials, signage, and training and education related assets.
- Create offline and online content including print ads, videos, brochures, signage, marketing collateral kits for sponsors, and digital content (web, landings, banners, newsletters, social media assets, and interactive formats such as infographics, GIFs, slideshows, short videos, etc. Facilitate publishing of content on BICSI's platforms including the website.
- Solicits content from internal and external stakeholders and content.
- Initiates and develops presentations for virtual training and other education programs.

DUTIES/RESPONSIBILITIES CONTINUED

- Short-form video editing: editing or creating video content to made-for-social formats high-engagement content that reflects the company's brand and voice.
- Collaborates with marketing peers to develop a variety of content marketing materials.
- Interprets creative direction and adapts points from creative briefs into persuasive media concepts.
- Simultaneously organizes, manages, and prioritizes multiple projects with short deadlines. Devises schedule of work to ensure projects are completed on time.
- Proposes copy concepts and presents underlying strategic thinking to department management.
- Researches and fact-checks trends from BICSI subject-matter experts to include in external communications.
- Works with Training Brand Specialist to integrate messaging with creative design material.

REQUIRED SKILLS/ABILITIES

Computer Skills:

To perform this job successfully, and individual should have knowledge of:

- Microsoft Office products (e.g., Word, Excel, Outlook, PowerPoint, Teams, etc.)
- Internet
- Adobe Creative Suite (CS)
 - Proficient in: Photoshop, InDesign, Illustrator, After Effects, Premier Pro
- Eblast software helpful (Informz)
- Knowledge of ShortCuts
- Content Management Systems (CMSs)
- Knowledge in basic Geolocation

Math Ability:

Ability to calculate figures and amounts such as discounts and percentages.

Communication Skills:

Excellent communication skills and ability to collaborate with cross-functional teams.

TRAVEL

Yes: 10% - Local BICSI conferences if necessary.

EDUCATION AND EXPERIENCE

- 3 years experience in producing digital media material, print, and other marketing channels.
- Bachelor's degree in graphic design is preferred. An Associate degree or Graphics Designer certification from technical or vocational school and a minimum of 2-3 years' professional graphic design experience is required.
- Strong portfolio demonstrating proficiency in designing for events and creating visual content.
- Strong attention to detail and ability to manage multiple projects simultaneously under tight deadlines.
- Analysis and reporting experience.

PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40 hours per week (Monday – Friday, daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 15 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; uses intuition and experience to compliment data; designs workflows and procedures.

Problem Solving – Identifies and resolves challenges in a timely manner; develops alternative solutions; works well in problem-solving situations; uses reason even when dealing with emotional topics.

Project Management – Potential to: coordinate projects; communicate changes and progress and manage project team activities; complete projects on time.

Customer Service – Responds promptly to customer needs; solicits customer feedback to improve service; responds to requests for service and assistance; meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; maintains confidentiality; listens to others without interrupting; keeps emotions under control; remains open to other ideas and tries new things.

Oral Communication – Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; responds well to questions; participates in meetings

Teamwork – Balances individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback; contributes to building a positive team spirit.

Change Management – Builds commitment and overcomes resistance; supports those affected by change with a positive attitude.

Leadership – Exhibits confidence in self and others; inspires respect and trust; accepts feedback from others; displays passion and optimism.

Quality Management – Looks for ways to improve and promote quality; demonstrates accuracy and thoroughness.

Cost Consciousness – Works within budget; conserves organizational resources.

Organizational Support – Follows policies and procedures; completes administrative tasks correctly and on time; supports organization's goals and values.

COMPETENCIES CONTINUED

Adaptability – Adapts to changes in the work environment; manages priorities and competing demands; able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; ensures work responsibilities are covered when absent; arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; takes responsibility for own actions; keeps commitments.

Initiative – Volunteers readily; undertakes self-development activities; seeks increased responsibilities; looks for and takes advantage of opportunities; asks for and offers help when needed.

Innovation – Meets challenges with resourcefulness; generates suggestions for improving work; presents ideas and information in a manner that gets others' attention.

Judgment – Displays willingness to make decisions; exhibits sound and accurate judgment; supports and explains reasoning for decisions; includes appropriate people in decision-making process; makes timely decisions.

Motivation – Sets and achieves challenging goals; demonstrates persistence; measures self against standard of excellence.

Planning/Organizing – Prioritizes and plans work activities; uses time efficiently; plans for additional resources when necessary; sets goals and objectives; organizes or schedules other people and their tasks; develops realistic action plans.

Professionalism – Approaches others in a tactful manner; reacts well under pressure; treats others with respect and consideration; performs with integrity.

Quality – Demonstrates accuracy and thoroughness; looks for ways to improve and promote quality; applies feedback to improve performance; monitors own work to ensure quality.

Quantity – Meets or exceeds productivity standards; completes work in timely manner; strives to increase productivity.