

Junior Graphic Designer & Marketing Assistant

Clifford Swan Investment Counselors
Pasadena, California

Firm Overview

Clifford Swan Investment Counselors is an independent, 100% employee-owned registered investment adviser serving high net worth individuals, families, and not-for-profit organizations. With over \$3.6 billion in assets under management and approximately 945 high net worth and institutional clients, Clifford Swan is committed to providing objective investment management and financial advice with personalized, responsive client service. Our longstanding success as a firm is rooted in our values, which prioritize putting our clients first and adhering to the highest ethical standards.

Position Overview

We are seeking a junior graphic designer with demonstrated talent to join the Clifford Swan marketing team. The role is responsible for continuously maintaining the firm's brand aesthetics internally and externally. This includes reviewing, updating, and maintaining the firm's visual representation in all aspects of design including typography, composition, and color. In addition, the candidate will report to and support the Marketing & Communications Manager and will have a broader role in the firm's success by being involved in practical marketing functions. Finally, this role works closely with Investment Counselors and Client Service Specialists to deliver client materials.

Job Responsibilities

The Junior Graphic Designer & Marketing Assistant scope of work includes:

- Execution of print and digital collateral, sales presentations, client presentations, social media assets and campaigns, email marketing campaigns, and more
- Deliver all assets to brand standard and guidelines
- Create and design to InDesign, PowerPoint, and Word templates
- Work with a wide range of media and use graphic design software (Adobe Creative Cloud required)
- Design charts and graphs using varied sources of financial information and economic data
- Work on reoccurring and special projects/assignments related to marketing and communications
- Proofread marketing and communications materials

Qualifications

- Bachelor's degree and demonstrated design experience
- Skilled in Adobe InDesign, Illustrator, and Photoshop; proficient in Microsoft Excel, Word, and PowerPoint; experience with Salesforce and Orion a plus
- Strong understanding of graphic design principles and digital and print production
- Excellent eye for typography, color, and design hierarchy with impeccable attention to detail
- Ability to drive data visualization and visual storytelling, and create fresh, innovative designs, while working within existing style and brand guidelines
- Open to feedback to hone skills and refine design
- Creative, resourceful, and thoughtful
- Candidates must be eligible to work in the United States without sponsorship or restriction

All applications must include a resume and cover letter. Please send this information to Gretchen Lee via email at Glee@cliffordswan.com.