CARMEL REALTY COMPANY
ESTABLISHED 1913

Senior Graphic Designer

Carmel Realty Company is the leading luxury Brokerage and Property Management Company on the Monterey Peninsula. This local family-owned company was named the Business of the Year for Real Estate Services by the Chamber of Commerce. Carmel Realty was also voted Best Real Estate Company for 12 years by Carmel Pine Cone readers, and voted the best company to work for on the Monterey Peninsula in 2015 and 2017- 2023. Carmel Realty Property Management was also voted best Property Management Company and best Luxury Vacation Rental Company by the Monterey Herald in 2017- 2019, 2023. The Carmel Realty Brand is one of the strongest brands on the Monterey Peninsula. We support this brand with a full-service in-house Marketing Agency, made up of Photographers, Videographers, Graphic Designers, Copy Writing, Digital Marketing & Social Media Strategists, Marketing Managers and Media Planning. The graphic designer will manage and execute a wide variety of design and marketing campaigns across 2 companies and on behalf of close to 84 professional real estate agents.

Position Duties/Responsibilities (include but are not limited to the following)

- Create and design world-class local, regional, national and global marketing materials and campaigns for a market leading luxury brand.
- Maintain and improve an established leading brand (Carmel Realty Company) stay ahead of the market as competition and marketing tactics continue to evolve.
- Maintain and improve our established sister company in the market (Monterey Coast Realty) with powerful design and execution across a breadth of marketing strategies and materials.
- Work closely with VP of Marketing, Junior Graphic Designer, Senior Marketing Manager, Marketing team, and Agents on a daily basis to set strategies and priorities for design and execution of a wide variety of marketing materials.

- Create all property-specific template items: flyers, postcards and property specific materials.
- Design digital newsletters for individual agents while adhering to company branding guidelines.
- Create visual content for agent-requested paid digital advertising/social media campaigns.
- Support the design and updating of corporate and agent websites.
- Support the VP of Marketing and CEO on large-scale projects as needed; such as, website design, magazine design and annual reports.
- Support and help maintain scalable filing system for the Marketing Team assets
- Become familiar with all technology and marketing tools for the purpose of easily assisting and coaching agents:
    - RealScout
    - Agent Websites
    - Mail Chimp
    - Matterport
    - CoreFact
    - DropBox
    - Squarespace
    - SproutSocial
    - Luxury Real Estate Lounge
    - Google Analytics
    - ListHub
    - Agent Portal
    - AdWerx
- Respond to calls and emails within two hours.
- Focus on quality above all else and provide exceptional customer experiences at every opportunity
- Compensation based on experience.

Position Requirements

- BA/BS in Graphic Design required
- Strong attention to detail
- Familiarity with strict brand guidelines and adhering to them
- Proficiency with PDF standards and offset printing requirements
- Real estate experience preferred but not required
- Proficiency in Adobe Creative Suite with a focus on InDesign
- Familiarity with HTML and CSS is preferred
- Familiarity in the use of Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook
- Strong written and verbal communication skills
- Able to handle a fast-paced dynamic environment and works well under pressure
- Ability to problem solve
- Works well in a team environment
- Be able to work onsite

Carmel Realty Company, located in downtown Carmel, was founded before the city of Carmel was incorporated. Since 1913 the company has been a locally owned business and has enjoyed an impeccable reputation as the premier brokerage and property management company on the Monterey Peninsula. If you would like to be a part of the team expanding this incredible brand, please submit your resume to: jhenry@carmelrealtycompany.com