



UW Solutions

The science beneath the surface

Graphic Designer

Position Overview

Our Client, UW Solutions is a leading manufacturer of advanced surface coated products that deliver unmatched performance, durability, and sustainability. Through years of research, development, and innovation, they have created best-in-class solutions across several key business segments including HD printable materials (ChromaLuxe® and Unisub® brands), industrial flooring systems (ResinDek®), and Engineered coatings (R&D Coatings®).

UW Solutions is growing their Marketing team and is seeking a **Graphic Designer** who will play a pivotal role in crafting and executing persuasive marketing communications that resonate with their various target audiences.

Are you a creative and versatile communicator, skilled in designing and writing compelling copy for various platforms? If so, let's talk!

Key Activities

- Design and produce high-quality graphics, illustrations, and layouts for various marketing initiatives, including social media and digital campaigns, website visuals, marketing collateral, trade show displays and presentations.
- Create, curate, and manage engaging content for social media platforms. Monitor online communities, and forums, and engage with influencers to foster meaningful interactions and increase digital presence.
- Produce clear, persuasive, and audience-focused copy for website content, brochures, email campaigns, and other marketing materials that effectively communicate brand messages while driving engagement.
- Assist in the creation of multimedia content, such as videos and reels to enhance the brand's storytelling and engagement efforts.
- Plan and execute trade show participation, including booth setup, materials coordination, and on-site representation. Collaborate with internal teams to create impactful trade show experiences.
- Work closely with internal cross-functional teams, including Sales, NBD, and HR, to develop marketing communications and initiatives that support sales goals, enhance brand identity, and promote employer branding and recruitment.
- Other duties as assigned.

Qualifications & Requirements

- Bachelor's degree in Graphic Design, Marketing, Communications, or equivalent experience.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator and Photoshop) is required.
- Experience with MS Office.
- Experience at a B2B organization preferred.

Skills & Abilities

- Proven experience in graphic design, content creation, copywriting, and marketing communications.
- Strong social media management skills with a deep understanding of various platforms.
- Exceptional written and verbal communication skills.
- Extremely organized with an acute attention to detail.
- Ability to manage multiple projects simultaneously and meet deadlines with a sense of urgency.
- Experience in trade show coordination is a plus, but not required.
- Creative thinker with a passion for storytelling and brand development.
- Up to 20% travel for trips to other brand locations and tradeshow as necessary.

Further Information

Other perks of working at UW Solutions include a competitive salary, profit sharing plan (2% of annual salary), 401(k) plan with company match, professional development opportunities, employee assistance program (EAP), tuition assistance, medical, prescription, dental & vision insurance, vacation time & 11 paid company holidays, short and long-term disability, health & wellness program, flexible schedule & work-life balance

A Slice of HR is partnering with our client on a fee for service basis. If interested, please email your resume to emily@asliceofhr.com