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**JOB TITLE:** VISUAL COMMUNICATIONS STRATEGIST  
**DEPARTMENT:** CLIENT SOLUTIONS  
**REPORTS TO:** DIRECTOR OF CREATIVE, COMMUNICATIONS & CULTURE  
**CLASSIFICATION:** EXEMPT  
**LOCATION:** DALLAS, TEXAS

*The Visual Communications Strategist will design and develop engaging strategies and campaigns through multiple channels to increase brand awareness and promote our client solutions. The Visual Communications Strategist should be a business professional with an advanced ability to understand the big picture while managing daily marketing tasks.*

### WHO YOU ARE

As a Visual Communications Strategist, you are a part of the client solutions team and have a passion for brand integrity and storytelling through design. Beyond a graphic designer, you work as a marketing generalist with exceptional design, administrative and project management skills. As such, you enjoy wearing multiple hats and are eager to tackle any request that comes through the pipeline. Marketing channels are vast, and you have a solid foundation in them all. Full of initiative, you are a self-starter. You are a team player but can take an idea and run with it with little supervision. You quickly gain trust and respect to establish and maintain relationships. You have impeccable attention to detail and an eye for design standardization.

### *Essential duties and responsibilities*

#### YOU ARE EXCELLENT AT:

- Serving as in-house creative designer for all corporate materials including social media graphics, email graphics, prospective and existing client partner presentations, newsletters, conference displays, invitations, internal and external forms, brochures, etc.
- Conceptualizing and delivering creative content that aligns with our brand messaging and values
- Contributing to brainstorming meetings and the development of new ideas
- Managing multiple projects and timelines, from concept through completion
- Managing HighGround's social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
- Maintaining and updating website content management system (CMS)
- Developing and managing conference, sponsorship and event calendars
- Packaging and shipping conference materials
- Maintaining templates for all corporate communications, ensuring brand guidelines are being upheld
- Coordinating the design and production of branded items such as stationery and giveaways while maintaining inventory
- Coordinating headshots and other photography requests
- Executing current and prospective client drip campaigns
- Assisting with the ongoing development and maintenance of our CRM database as it pertains to corporate communications
- Managing and prioritizing daily marketing requests varying in scope
- Staying current with the latest industry trends and techniques (e.g. AI capabilities)
- Participating in Client Solutions Team meetings
- Safeguarding brand tone, look and feel

### *Competencies and qualifications*

#### YOU HAVE:

- A Bachelor's degree in communication/graphic design, marketing, communications, public relations, business or other related field
- 4-6 years of experience in communication/graphic design, marketing and/or communications
- Prior experience working on a wide range of marketing functions including branding, communications, advertising, email marketing, digital marketing, website, content creation is required
- Strong knowledge in Microsoft Office and Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere)
- Videography experience a plus
- Experience with CMS and CRM systems preferred
- Knowledge of all relevant and emerging social media platforms
- Excellent verbal and written communication skills
- Ability to work collaboratively at all levels within the organization, as well as work independently on individual projects and job assignments
- Ability to be resourceful and display a strong desire to take initiative
- Strong desire to learn and grow
- Excellent attention to detail and creative ability
- Experience prioritizing projects while demonstrating a service-oriented demeanor
- Inclination toward productivity, with project management abilities

### *HighGround has a professional, open office environment*

#### VISUAL COMMUNICATIONS STRATEGIST POSITION WORKING CONDITIONS:

- Routinely uses standard office equipment such as computers, phones, multi-functional copiers and filing cabinets
- Usually sits to complete job functions, but may walk or stand, bend or stoop, for brief periods of time (access to sit-to-stand desks for optimal flexibility is provided)
- Must be able to lift up to 25 pounds
- Is required to have close vision, distance vision and the ability to adjust focus
- Is required to have the ability to lift files, open filing cabinets and bending or standing on a stool as necessary
- Is required to work onsite as scheduled with the potential to qualify to work from home two days a week and has little to no expected travel

*The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. Employees holding this position will be required to perform any other duties as requested by management, from time to time in its sole discretion. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.*

### **WHO WE ARE**

*Our vision is to Protect, Strengthen and Grow our nonprofit clients.* We believe there is no pursuit more important than this; because we believe the work we do now and, in the future, will not only shape our lives but will empower the many organizations that truly transform lives. This vision forms an authentic pathway to our mission—to be an innovative and vigilant caretaker of the funds and assets entrusted to us by the nonprofits and generous individuals we serve through effective asset management, gift planning strategies and account support services. It is the outcome we work towards—to have a greater impact on the world and individual lives. We hope you will decide to join us on this incredible journey.

HighGround is committed to our brand promise and our core values. As such, we hope and expect that you will strive to keep our clients at the center of everything you do, be honest, remain professional at all times, exhibit humility and think outside of the box like our founders did, who were pioneering and visionary when our journey began in 1930.

HighGround offers a comprehensive benefits package that includes a medical plan, dental, vision, disability benefits, retirement plan and more but don't take our word for it, have a look at what other

HighGrounders are saying and learn more about our benefits here:

<https://www.highgroundadvisors.org/careers>.

*If you are interested in becoming a part of the HighGround team please email your resume and cover letter to: [HR@highgroundadvisors.org](mailto:HR@highgroundadvisors.org).*