

STUDENT CREATIVE STRATEGIST

At Piper & Gold, we know we have the power to change our community – and our world – for the better. We show up every day committed to making a difference and having a good time while doing it. It's why we live by the P&G #Truths, a set of 11 values we use to measure our work, our relationships and ourselves. We work our asses off and are proud of what the P&G family brings to Michigan as well as each of our lives.

We've built a boutique agency in the heart of Lansing's Old Town, whose elite clients value our work and our time. We produce award-winning work with a belief there's always room to improve. At P&G, we're a company that's committed to using our skills for good and helping nonprofits, government agencies and small businesses make a difference.

Story is at the heart of everything we do at P&G, and as we grow we know our ability to visually tell compelling and meaningful stories is critical to our success. We're looking for a graphic design student who believes words have power and wants to support the creative strategist by marrying art and prose to help our clients tell their stories.

WHAT DOES A STUDENT CREATIVE STRATEGIST DO?

- Work directly with the creative strategist as extra support on internal Piper & Gold brand projects, as well as client projects.
- Attend weekly P&G team meetings and participate in team brainstorming sessions.
- Design clear, engaging graphic communications visuals for print and web. This includes but is not limited to:

- Logos
- Direct mail pieces
- Branded promotional items
- Website and social media graphics
- Posters
- Fliers
- Brochures

- Collaborate with other P&G team members on administrative duties when necessary.
- Get involved in the local creative community including the Mid-Michigan Creative Alliance, AIGA West Michigan and the Arts Council of Greater Lansing.

WHO'S GOING TO BE A GOOD FIT?

- Someone with a minimum of two years experience working with Adobe Creative Suite, particularly Illustrator, InDesign and Photoshop. Experience with After Effects and Premier is a plus.
- Someone who has designed digital or print collateral in a job or internship.
- Someone who has experience working with social media platforms.
- Someone who is enthusiastic and fabulous, but organized and detail-oriented.
- Bonus points for basic knowledge of the print process!
- Someone with exceptional time management skills and ability to work under tight deadlines.
- Someone who enjoys a good gif and/or meme.

STILL CAN'T GET ENOUGH?

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Sound like you? Submit your resume, link to your portfolio website and a PDF of your portfolio to Briana McNamara, creative strategist, at briana@piperandgold.com.

