



## Job Description

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**Title:** Graphic Communications Manager

**Reports to:** VP of Marketing & Communications

**Position Type:** Full-time

**Summary:** BE NKY Growth Partnership (BE NKY), the economic development company for Northern Kentucky, provides businesses with the expertise they need to build opportunities in Boone, Kenton, and Campbell Counties. Through our business attraction and retention efforts, we seek to create opportunity and prosperity for all Northern Kentuckians.

The Graphic Communications Manager advances BE NKY's mission by leading the development and execution of visual and multimedia communications that strengthen the organization's brand, marketing, and strategic objectives. This role connects creative direction, storytelling, and production to deliver compelling content across print, digital, and multimedia platforms. The Graphic Communications Manager ensures brand consistency, drives audience engagement, and translates organizational priorities into impactful visual communication.

We are seeking a team member to support the organization in the following areas:

### **Creative and Brand Leadership**

Drive BE NKY's visual identity by maintaining and elevating brand standards across all communication channels. Ensure all creative output aligns with the organization's mission, values, and strategic priorities.

- Maintain and enforce brand standards and visual identity guidelines
- Ensure consistency across print, digital, and multimedia communications
- Elevate the quality and strategic alignment of all creative assets

**Strategic Link** – This work strengthens BE NKY's brand presence and ensures clear, consistent, and impactful communication.

### **Creative Development and Storytelling**

Lead the development of compelling visual content that supports marketing, communications, and organizational initiatives. Translate complex concepts into accessible and engaging formats.

- Lead design for campaigns, publications, presentations, and digital platforms
- Develop concepts for social media, web, and marketing initiatives
- Drive visual storytelling strategies that engage key audiences

Strategic Link – This work supports BE NKY's ability to communicate its value and tell the story of Northern Kentucky effectively.

### **Video and Multimedia Production**

Lead the creation and execution of video and multimedia content that supports marketing, recruitment, events, and storytelling.

- Manage video production from concept through distribution
- Oversee filming, editing, motion graphics, and livestream production
- Coordinate logistics, including schedules, equipment, and vendors
- Ensure accessibility and alignment with communication goals
- Evaluate emerging trends to enhance engagement

Strategic Link – Multimedia storytelling expands BE NKY's reach and strengthens engagement with stakeholders and the community.

### **Project and Production Management**

Manage creative workflows and production processes to ensure projects are delivered on time, within scope, and aligned to organizational priorities.

- Develop project timelines and workflows
- Coordinate with internal teams and external partners
- Oversee production quality across all formats

Strategic Link – Strong project management enables efficient execution and alignment with BE NKY's strategic objectives.

### **Strategic Communications Support**

Support organizational priorities by aligning creative deliverables with communications strategy and messaging.

- Collaborate with marketing, communications, and leadership teams
- Translate strategy into visual and multimedia content
- Support campaigns and organizational initiatives

Strategic Link – This work connects strategy to execution and ensures clear, effective communication across audiences.

### **Digital and Print Production**

Oversee the production of high-quality materials across print, digital, and multimedia channels.

- Manage production of print, digital, and multimedia assets
- Ensure technical accuracy and platform optimization
- Maintain relationships with vendors and creative partners

Strategic Link – High-quality production ensures BE NKY's communications are professional, accessible, and effective.

### **Internal Leadership**

Contribute to a collaborative and high-performing creative environment. Support innovation and continuous improvement in creative services.

- Foster collaboration and knowledge sharing
- Identify opportunities to enhance creative capabilities and processes

Strategic Link – A strong internal creative function enables BE NKY to respond effectively to organizational needs.

### **Necessary Knowledge**

- Graphic Design and Multimedia Production – Strong understanding of branding and visual communication across platforms
- Video Production and Storytelling – Knowledge of multimedia workflows, editing, and content strategy

### **Skills Required**

- Creative Direction and Execution – Ability to produce high-quality design and multimedia content

- Project Management – Strong organizational and workflow management skills
- Technical Proficiency – Advanced knowledge of Adobe Creative Cloud and related tools
- Communication – Ability to translate complex ideas into clear visual content

### **Abilities Required**

- Creative Problem Solving – Develop innovative solutions aligned with strategy
- Multi-Project Management – Manage competing priorities and deadlines
- Collaboration and Influence – Work cross-functionally to guide creative outcomes

### **About BE NKY Growth Partnership**

Our Why: Opportunity and prosperity for all Northern Kentuckians  
 Our Just Cause: To serve Northern Kentucky so that our community prospers through the creation of good jobs.

BE NKY has a collaborative, supportive, and fun work environment. We offer health, dental, and vision insurance, 401k match, paid time off (PTO), parental leave, and an annual wellness stipend. The office is our primary work location; however, we offer flexibility to work from home on a limited basis.

Please submit resume and salary requirement to Rachelle Creager at [rcreager@be-nky.com](mailto:rcreager@be-nky.com) by July 24, 2026.

*\*BE NKY provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, BE NKY complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. BE NKY expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of BE NKY's employees to perform their job duties may result in discipline up to and including discharge.*