



222 West Adams Street, Suite 3150, Chicago, IL 60606 | 312.279.7305 | www.renovofinancial.com

Position: Social Media & Graphic Designer

Who We Are:

Renovo Financial is a rapidly-growing Chicago-based private lender serving real estate investors who acquire and renovate single and multi-family residential properties. We pride ourselves on supporting clients by providing unparalleled service, from the loan application through the payoff. Renovo's reliability and "win-win" solutions-oriented approach is just one reason why our repeat and referral rates far exceed the industry average. Renovo was honored to be named one of Crain's 50 fastest-growing Chicago companies.

Position Summary:

We are looking for a Social Media & Graphic Designer based in the Chicago area. In this position, you will play an essential role within the marketing team to produce customer communication campaigns across a range of social media channels (Facebook, Twitter, LinkedIn and Instagram), as well as other online and offline channels (Google Ads, Email Campaigns, Direct Mail, Flyers, etc.)

In this role, you will wear many hats and need to be versatile. You will perform a variety of design and marketing tasks, which require knowledge of design tools like Adobe Illustrator, Photoshop, Premiere Pro, Canva, etc. You will have a strong knowledge of social media best strategies and will be able to implement these strategies on a weekly basis. You will be working directly with a team of Lending Officers in various markets across the United States, and will need to be able to provide materials to them quickly and effectively.

Job Requirements:

- A bachelor's degree in Social Media Design, Graphic Design, or other design related field
- At least 3 years of hands-on experience creating graphics for social media and print materials.
- Experience managing a variety of social media channels (Facebook, LinkedIn, Instagram, Google Ads)
- Knowledge of design tools, such as Adobe Illustrator, Photoshop, Premiere Pro, Canva.
- Email marketing experience in building, navigating and troubleshooting HTML/CSS email templates that work across all major email platforms
- Understanding of marketing best practices with regards to contact strategies, data capture, deliverability, social media and CAN-SPAM compliance
- Experience working within WordPress and/or HubSpot is a strong plus
- Experience with HTML/CSS is a strong plus
- Excellent written and verbal skills in English. Spanish is a plus
- Experience with video/audio editing a plus
- A shareable Portfolio of previous design work is required

Responsibilities:

- Create social graphics, emails, print materials and direct mail pieces to support our brand and our Loan Officers
- Communicate weekly with our team of Loan Officers to provide personalized marketing materials to help them grow their businesses, without straying from Renovo's brand guidelines
- Utilize multiple APIs and custom integrations with other services to deliver and serve content to and from our various platforms (HubSpot, Salesforce, Google Analytics, Google Console, WordPress, and all social platforms)
- Follow rigorous QA processes to ensure flawless delivery of all assets
- Ensure on-time and problem-free campaign launches by partnering closely with the sales and lending team to understand project deliverables and timelines
- Make appropriate design decisions about line breaks, text size, positioning, contrast, alignment, etc.



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Behavioral Characteristics:

- **Self-Motivated:** You take stuff on without waiting to be told what to do
- **Positive Attitude:** You approach situations with a proactive and positive attitude
- **Determined:** You stay on course even during difficult assignments and you crave opportunity for advancement
- **Team Player:** You believe that to be successful you need to leverage and trust your team. You lead by example.
- **Creative:** You always seek to find and create new and interesting designs and strategies
- **Attention to Detail:** You DO sweat the details. You have a sharp eye for catching typos and alignment issues.