



Graphic Design and Brand Manager Visit Stockton

REPORTS TO: CEO

FLSA STATUS: Exempt

POSITION OVERVIEW

The Graphic Design & Brand Manager serves as Visit Stockton's primary graphic designer and brand steward, independently developing creative concepts and visual solutions that support the organization's marketing, sales, community engagement, sports tourism, events, and destination initiatives. This position is expected to exercise independent creative judgment, manage projects from concept through production, and make recommendations that strengthen and evolve the Visit Stockton brand.

The Graphic Design & Brand Manager works collaboratively across the organization to translate ideas, campaigns, programs, and initiatives into effective visual communications. This position maintains Visit Stockton's brand standards and creative assets and coordinates with outside vendors to ensure materials are produced accurately, on time, and within budget.

ESSENTIAL FUNCTIONS & KEY RESPONSIBILITIES

Graphic Design & Creative Production

- Conceptualize, design, and produce print and digital materials supporting Visit Stockton's marketing, sales, community engagement, destination services, sports tourism, events, and organizational initiatives.
- Create materials including advertisements, publications, brochures, reports, presentations, signage, event graphics, promotional materials, social media graphics, digital assets, and other branded collateral.
- Develop creative concepts and visual solutions that effectively communicate Visit Stockton's messaging while maintaining a consistent and recognizable brand.
- Prepare files for professional print and digital production, ensuring appropriate specifications, formatting, resolution, and quality.
- Properly package and archive working files, final artwork, linked assets, fonts, templates, and other supporting files so projects remain organized, accessible, and editable for future use.
- Manage multiple creative projects simultaneously while meeting established deadlines and organizational priorities.

- Maintain organized working files, final artwork, templates, photography, logos, and other creative assets for efficient use across the organization.

Brand Management

- Serve as the primary steward of the Visit Stockton brand and ensure consistent application of brand standards across organizational materials and platforms.
- Lead the ongoing management and evolution of Visit Stockton's visual brand, including brand guidelines, templates, logos, typography, design elements, and other brand resources, making recommendations for updates and improvements as needed.
- Review materials created internally or externally for consistency with Visit Stockton brand standards.
- Provide guidance and resources to staff to support consistent use of the Visit Stockton brand.
- Help develop visual identities and supporting creative materials for Visit Stockton programs, campaigns, events, and initiatives while maintaining appropriate connection to the overall Visit Stockton brand.
- Support the development and management of branded merchandise and promotional products.

Examples of Visit Stockton creative work include:

- [Official Visit Stockton Guide](#)
- [San Joaquin County Farm Guide](#)
- [Annual and organizational reports](#)
- Advertising campaigns and digital marketing assets
- Event branding and promotional materials
- Sales, sports tourism, and destination marketing collateral

Production and Vendor Coordination

- Coordinate with printers, promotional product companies, sign vendors, photographers, and other creative vendors as needed.
- Request and evaluate estimates, confirm specifications, review proofs, monitor production schedules, and coordinate delivery of completed materials.
- Ensure finished materials meet Visit Stockton's expectations for quality, accuracy, brand consistency, and budget.
- Maintain relationships with creative and production vendors and identify new resources when appropriate.

Team and Organizational Support

- Proactively identify opportunities to strengthen Visit Stockton's visual communications and recommend creative solutions rather than relying solely on assigned design requests.

- Collaborate with Visit Stockton staff to determine creative needs, project goals, timelines, and deliverables.
- Provide design support for Visit Stockton programs and events, including Stockton Restaurant Week, Feast at the Fox, State of Tourism, community activations, trade shows, sales efforts, and other organizational initiatives.
- Work closely with the Social Media Manager to provide branded graphics and creative assets supporting Visit Stockton's digital and social media presence.
- Support the development of presentations, reports, sponsorship materials, sales materials, and other organizational communications.
- Assist with photography and basic photo editing as needed.
- Maintain a working knowledge of Stockton's attractions, events, dining, arts, culture, neighborhoods, and other visitor experiences to inform creative work.
- Stay current on graphic design trends, production techniques, technology, accessibility practices, and industry best practices.
- Proactively identify opportunities to strengthen Visit Stockton's visual communications and recommend creative solutions rather than relying solely on assigned design requests.

ORGANIZATION-WIDE RESPONSIBILITIES

All Visit Stockton team members contribute to the overall success of the organization and may assist with organization-wide initiatives and activities as needed. These may include, but are not limited to:

- Assisting visitors in person, by phone, or at community events.
- Supporting Visit Stockton events, trade shows, and community outreach efforts.
- Assisting with event setup, booth staffing, and promotional activities.
- Supporting visitor guide distribution and promotional material fulfillment.
- Supporting team projects and organizational initiatives as needed.

KNOWLEDGE, SKILLS, & ABILITIES

Required Qualifications

- Three to five years of professional graphic design experience with demonstrated experience producing both print and digital materials.
- Strong portfolio demonstrating applied commercial design experience, including publications, advertising, campaigns, collateral, signage, digital assets, or similar work.
- Advanced proficiency with Adobe Creative Cloud, particularly Adobe InDesign, Illustrator, and Photoshop.
- Strong understanding of typography, layout, composition, color, visual hierarchy, and print and digital production.
- Experience working within established brand standards and maintaining visual consistency across multiple projects and platforms.
- Experience preparing files for professional printing and working with printers or other production vendors.

- Strong project management and organizational skills with the ability to manage multiple projects, priorities, and deadlines.
 - Strong attention to detail and commitment to accuracy and quality.
 - Ability to receive feedback, incorporate revisions, and collaborate effectively with staff, partners, and vendors.
 - Ability to work independently while contributing effectively within a collaborative team environment.
 - Strong written and verbal communication skills.
 - Proficiency with Microsoft Office and commonly used project management and collaboration platforms.
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Preferred Qualifications

- Bachelor's degree in graphic design, visual communications, marketing, or a related field, or an equivalent combination of education and professional experience.
- Experience with photography, photo editing, or basic video editing.
- Experience developing or maintaining organizational brand guidelines and creative asset libraries.
- Experience designing for tourism, hospitality, events, nonprofit organizations, destination marketing, or related industries.
- Familiarity with Stockton and the surrounding region, including local attractions, events, dining, arts, culture, and visitor experiences.

PHYSICAL REQUIREMENTS

- Ability to sit at a desk and work on a computer for extended periods of time.
- Ability to stand, walk, and move between event locations, venues, and community events as needed.
- Ability to bend, reach, lift, and carry event materials, signage, promotional items, and supplies up to approximately 45 pounds.
- Ability to assist with event setup and teardown, including booths, signage, displays, and promotional materials.
- Ability to travel locally and occasionally out of the area for Visit Stockton events, trade shows, conferences, meetings, and community activities, which may include evening or weekend work and extended periods on your feet.

COMPENSATION & BENEFITS

This is a full-time, in-person, exempt position based in Stockton, California

Annual salary range \$71,000 to \$73,000, based on experience and qualifications

Full medical, dental, and vision insurance for the employee

Retirement plan with company match

Life insurance

Paid vacation, sick, and holiday time off

Professional development opportunities

Cell phone stipend

ABOUT VISIT STOCKTON

Visit Stockton is charged with the promotion and marketing of the city of Stockton as a meetings, events, and travel destination. Our promotional efforts are focused on driving additional tax revenue to our community to directly benefit our residents' quality of life. Visit Stockton believes its residents come first, and we continually strive to grow resident pride and enhance the image of our city. We believe that a city that residents believe in, will be a city that will drive future business investment and convert visitors into future residents to further grow a diverse and talented workforce. Visit Stockton is a 501(c)(6) non-profit trade organization funded by the collection of an assessment paid by guests to Stockton lodging establishments (Stockton Tourism Business Improvement District).

This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position. Duties and responsibilities may be added, deleted, or changed at any time at the direction of leadership, formally or informally, either verbally or in writing.

EQUAL OPPORTUNITY & ACCESSIBILITY

Visit Stockton will make reasonable accommodations in compliance with the Americans with Disabilities Act of 1990 and California's Fair Employment and Housing Act. If reasonable accommodation is needed to participate in the job application or interview process, or to perform essential job functions, please contact CEO.

We are an equal opportunity employer, committed to supporting an inclusive environment. We understand that individual differences enrich our organization, strengthen our services, and help us to attract and retain top talent. All employment actions and decisions are made free from discrimination without regard to any status or characteristic protected by local, state, or federal law, rules, or regulations. We expect all employees and management to support and uphold the principles of equal opportunity and help to prevent workplace discrimination and harassment. Our commitment to diversity is also present in strong workplace policies that support integrity, trust and respect for one another, and prohibit discriminatory practices.

Visit Stockton strives to be an inclusive and equitable organization. We are actively seeking a diverse pool of candidates from a variety of abilities, backgrounds, and cultures.

READY TO APPLY?

If you are a creative, experienced designer who enjoys taking ownership of a brand and bringing ideas to life across print and digital platforms, we would love to hear from you.

Submit your resume, cover letter, and portfolio to jobs@visitstockton.org

Position open until filled.