



GRAPHIC DESIGNER - CENTRAL PARK GROUP, LLC

Central Park Group

Central Park Group is an independent investment advisory firm specializing in alternative investment strategies (hedge funds, private equity, real estate and funds-of-funds). The Firm provides a broad range of investment offerings tailored for smaller institutions and qualified private client investors. It distributes offerings through U.S. brokerage firms, private banks, registered investment advisors, financial planning firms and family offices. Please visit www.centralparkgroup.com for additional information.

The Position

Central Park Group is looking to hire a graphic designer to join its marketing team. The ideal candidate is an energetic and creative individual with strong design skills. Central Park Group has an entrepreneurial spirit and is looking for someone who can work within the framework of a well-established design scheme but who is also comfortable proposing fresh and innovative ideas. Reporting directly to a Firm partner, this position offers the opportunity to gain valuable experience and insight into the marketing of financial services products.

Responsibilities:

- Contribute to the creative direction, writing and design of marketing communications including brochures, presentations, performance updates, white papers, newsletters
- Develop/oversee development of video presentations, animation, webinars and interactive educational tools
- Refresh website design and content, as necessary
- Oversee printing of materials and work with print vendors to develop innovative solutions for cost reduction
- Think creatively about innovative uses of paper stocks, production methods, binding techniques and brochure shapes and sizes
- Stay abreast of new technology and contribute breakthrough ideas towards the growth of the company
- Explore expansion of the Firm's branding guidelines, color palette and font library
- Expand use and sophistication of electronic communications to enhance sales process and reduce cost

Qualifications

- Bachelors/Associates degree in a related area
- Advanced skills in design of presentations, brochures and newsletters and other materials
- Fluency in Adobe Creative Suite
- Fluency in MS Office (PowerPoint, Word, Excel),
- Self-motivated, detail-oriented, focused
- Creative thinker and problem solver
- Ability to prioritize and juggle multiple projects simultaneously
- Communicate complex concepts as interesting and compelling graphics
- Video editing skills and knowledge of HTML is a plus
- Prior graphic design experience within the financial services/mutual fund industry a plus

To apply, send cover letter and resume to careers@centralparkgroup.com.

Central Park Group is an equal opportunity employer M/F/D/V and does not discriminate on the basis of any legally protected status or characteristic. Nothing in this job description constitutes a promise or offer of employment.