# BE YOURSELF.
## MAKE US BETTER.

**Premier Creative Services**
**Project:  Junior Graphic Designer – Digital Revenue Operations**
**Atlanta, GA**

**Project Summary:**

We are eager to expose a recent college graduate to the PCS department from the ground up and eventually train them to be a full-fledged member of our design team. Using a systematic approach, we plan to teach this new employee each aspect of the PCS department.  The department currently has (and is meeting) a goal of $8.5M for incremental and new revenue for our 20 media markets. An additional designer will allow the PCS team to provide even more top-shelf creative for CMG's VIP clients and raise our revenue goal even higher.

**Month 1 – Start from the core** - Focus on learning how work comes, from where in and how it's assigned.  Assign work to designers as it is ordered and gain an understanding of the products offered and see the level of design this department is known for.

**Month 2-3 Get your hands dirty in design -** focus on the technical aspects of how to build ad products and collateral. This will include learning new ad authoring technology

**Month 4-12 Polish it up and get proficient** - continue to gain proficiency with planning and building ad products and collateral.

In the end this employee will be an the first official  junior member of the PCS design team, meaning we will be able to fulfil at minimum 20% more work that we are currently able to.  This could push our revenue potential to another $1M annually (for a total of over $9.5M in supported revenue for our CMG markets.)

**Key Responsibilities:**

***Manage Creative Workflow***
Keep workflow running by assigning creative via the Ad Pipeline to designers. This requires coordination of deadlines and consideration of project effort required.

***Design Ad Production Creative***
Work with the PCS team to learn how to build all of the individual ad products that PCS offers. This includes, but isn't limited to: Social Media ads, mobile ads, HTML5 ads, rich media ads and client landing pages.

***Design Sales Collateral***
Concept and design advertising collateral for the CMG markets including online campaign pitches, online campaign wrap-ups as well as PowerPoint based materials

**Key Skills:**
Adobe Animate, Photoshop, Illustrator and Muse

**Performance Objectives & Deliverables:**
Month 1- Start from the core – The employee will be able to pick up an order submitted to the pipeline, analyze it for accuracy and assign it to a designer.

Month 2-3 – Get your hands dirty in design – Employee will be able to build any ad unit that CMG offers, regardless of type. Once be coming proficient, they will be put into the design rotation for production ads. It is expected that the employee will complete at least 5 production ads per week.

Month 4-13 – Polish it up and get proficient – Employee will also include sales collateral to their list of deliverables and will turn in at least 3 pitches/wrap ups per month.

**Deliverables/Milestones:**
Month 1 focus on core systems including the ad pipeline
Month 2-3 focus on how to build ad products and collateral
Month 4-12 continue to gain proficiency with planning and building ad products and collateral

**Interfaces:**
Employee will work very closely with each member of the PCS team.
Designers
Planners
Programmer
Director

Additionally, the employee will be given market exposure during planning and goals calls/meetings.

The PCS department has always been limited in scope due to our size. With the additional of even one additional designer, we could be freed up to take on even more work and help to drive as much as an additional $1M revenue annually. TO LEARN MORE VISIT OUR MINI SITE - **http://www.cmgadvertising.com/client_demos/pcs/pcsu/**