

Graphic Artist/Web Designer

TapeOnline.com

TapeOnline.com is in need of a full-time Graphic Artist/Web Designer for our Nashville, TN office. The ideal candidate will have a passion for graphic design and how to effectively use design to promote and sell products through electronic media and, to a lesser extent, print media.

Minimum requirements for this job are an associate's or, preferably, a bachelor's degree in a graphic design related major and one to two years of real world experience as an intern or employee working in front-end web development.

Though an entry-level position, the job requires someone with a broad range of capabilities who can take ideas from concept and creation all the way through implementation and analysis. The job encompasses a wide array of graphic design and marketing functions, making it perfect for those seeking a well-rounded career experience.

Who is TapeOnline?

TapeOnline started as a three-person company 17 years ago and is now among the largest distributors of professional recording media in the country. Check us out at www.tapeonline.com.

We currently have offices and warehouses in Nashville, TN and Dallas, TX, carrying over 1,000 recording media and related products from over 60 vendors and manufacturers.

TapeOnline is perhaps the most efficiently run operation in our industry. Efficiency is one of our most important competitive advantages, achieved through automation and hiring only the most competent, creative, and hard-working employees.

What do we sell?

Recording media, in other words, top-quality products that you can record on, along with related items – videotape, audiotape, data backup media, CD's, DVD's, labels, duplicators, disc publishers, printers, hard drives, flash cards, blu-ray discs and equipment, etc. We're an authorized dealer for Sony, Maxell, Panasonic, Rimage and many others.

Who buys our products?

Corporate and entertainment-related companies like post-production houses, professional and college athletic departments, universities, religious organizations, international organizations, state/federal government agencies, etc.

Why do customers buy from us?

Recording media is something that our customers must have. To borrow an analogy, we sell blades for the razor, not the razor itself. We make the buying decision easy with competitive pricing, a simple ordering process, excellent customer service, deep inventories, and short shipping times.

Design Philosophy:

The TapeOnline Creative Team believes in standards-based design as defined by the W3C. Our web designs are effective, visually appealing and work across all browsers. We talk less, meet less and do more, often learning as we go. And, of course, we have fun in the process.

Responsibilities:

As the Graphic Artist/Web Designer, you are a member of the Creative Team. The Creative Team creates advertising campaigns and new features for our online stores. You will be asked to contribute ideas, help define target markets, and integrate those decisions into a strong, attractive design that is consistent across all elements.

Marketing is executed through a variety of techniques -- primarily email campaigns and online advertising. Occasionally, a print item may be required.

Experience and Characteristics:

The ideal candidate has the following characteristics and experience:

Work/Educational related experience:

- Associate's or bachelor's degree in a graphic design related major with an emphasis in new media.
- Front-end web development experience.
- HTML/CSS mark-up experience.
- A strong sense of typography is a must. We're looking for someone with above-average capabilities in the Adobe set of design tools including Creative Suite and Flash.
- Though not a pre-requisite, knowledge of JavaScript and back-end scripting techniques along with Ruby on Rails would be helpful.
- Though not a pre-requisite, experience in the video production and/or IT industries would be advantageous.
- Basic knowledge of photography, particularly product-shot photography, however, this is easily taught if not known.

Personal characteristics:

- Outgoing, high-energy and cooperative personality with strong emotional maturity.
- Excellent verbal and written skills.
- Good working knowledge of basic math.
- Able to work cooperatively with others, yet have the resolve to "make things happen" when needed.
- Willingness to help in other departments when needed. TapeOnline is a small company and we are all cross-trained in areas unrelated to our primary duties.
- Must be able to learn quickly.
- Must be able to work under a minimal amount of management oversight.

What we offer:

- Salary commensurate with job requirements and candidate's experience and proven capabilities.
- Health Benefits – medical, dental.
- 401K.
- Vacation days.
- Training.
- Caring and fun work environment.

What you need to do next:

- Send us your resume to jobs-design@tapeonline.com.
- Send examples of your work, either attachments and/or a link to your portfolio.
- Write a cover letter that says something about you, not one copied from all the other 'jargonized' boilerplates out there. We want to know who you are, not how you're the same as everyone else.
- Sit back and wait.

Legal Stuff:

- Applicants must be legally authorized to work in the United States.
- A background check, drug screening, and/or personality assessment may be requested with the results possibly affecting an offer of employment.
- TapeOnline.com is an equal opportunity employer.