

## Graphic Design Marketing Intern - Irvine, CA

Maricich Health, a leading brand development, advertising and marketing communications agency, seeks an accomplished graphic designer to be an integral part of our creative team for an approximate three-month engagement. The designer will create graphics for a variety of brand development initiatives, integrated marketing campaigns and various promotional materials for both print and the web. In addition, the designer must be skilled at graphic production, supporting the creative and design team as needed with design, copy and file edits, retouching and preparation of mechanicals. The designer will report to the creative director but will be expected to work independently and provide a range of high-quality designs in alignment with creative briefs and established strategies.

### Job Description:

- Develops design concepts and layouts for various projects including brand presentations, identity and collateral materials, OOH, print/digital ads, sales aids, direct mail pieces, websites and apps, newsletters, trade show displays and packages.
- Develops brand guideline documents and ensures consistency of designs relative to client brand guidelines
- Works closely with creative director, copywriters and programmers to ensure optimal outcomes for final marketing materials
- Accurately and efficiently revises creative files during round reviews based on internal and client edits
- Develops, adjusts and maintains style sheets
- Retouches photos, including color correction and image manipulation of all hi-res photography, and art/assets for print and digital production
- Follows print specifications and digital requirements for constructing files and building mock-ups
- Ensures final mechanicals are accurate and error-free, including file construction, organization and prepping of files for print or digital output
- Accurately releases final print mechanicals and digital files to agency vendors
- Adheres to ever-changing deadlines while consistently delivering accurate rounds and final files for release
- Assists in agency support and various projects as needed

### Requirements:

- Working toward a B.A. degree in art, communications or graphic design from a four-year college or university is preferred
- Advanced capabilities and expertise in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- In-depth current knowledge of standards and trends in typography, illustration, photography, color theory, layout, brand development and identity

- Must be a hands-on, positive, roll-up-the-sleeves creative who thrives in a fast-paced, team environment and who can conceptualize and implement ideas
- Ability to manage multiple projects successfully under tight deadlines
- Experience performing exceptionally with both sides of the brain, generating effective, award-winning ideas
- Strong interpersonal and communication skills
- Skills in web and digital design a plus
- Healthcare advertising agency experience a plus

### **About Maricich Health:**

Maricich Health is a dynamic healthcare branding, advertising and marketing communications agency known for our transformative strategies, ideas and creative executions for integrated branding and marketing campaigns. Our team is one of the big consumer brand/agency veterans freed to do what we do best. We have a close-knit culture that's a great fit for smart, collaborative, proactive individuals who enjoy being hands on and making things happen. Located in Irvine, CA, we are in one of the most beautiful climates in the world and a stone's throw from the beach and great hiking/biking trails.

Our work centers on major brands across the healthcare ecosystem including health systems, medical groups, payers and others. We are outstanding at leveraging the challenges of today's changing medical marketplace into opportunities to help our clients not only gain market share but improve the health and quality of life of more patients in the process. We are consistently recognized for our client outcomes by our peers and colleagues in the healthcare and medical industries. This includes best-in-shows, delegates choice and multicultural awards by a variety of competitions including Healthcare Ad Awards, Healthcare Marketing Impact Awards, ADDYs, Tellys and MM&M.

We are proud of our history as an agency that has led several multicultural ad campaigns, and we strongly encourage applications from students of all ethnic and cultural backgrounds. Our dedication to diversity and inclusion is a cornerstone of our values. We invite you to join us, bringing your unique experiences and insights, to contribute to our diverse and dynamic team.

### **Position Details:**

- **Job Title:** Graphic Design Marketing Intern
- **Position Type:** Internship
- **Work-Study program:** No

### **Location Requirements:**

- **Location Type:** Onsite
- **Onsite Location:** Irvine, California, United States

**Time Requirements:**

- **Schedule:** Part time
- **Employment Duration:** Temporary or seasonal
- **Estimated Start Date:** 5/20/2024
- **Estimated End Date:** 8/16/2024

**Compensation and Benefits:**

- **Expected Pay:** \$15-20 USD per hour
- **Perks:** Career Development

**Candidate Qualifications:**

- **Work Authorization:** This job requires US work authorization.
- This job is open to candidates with Curricular Practical Training (CPT) and/or Optional Practical Training (OPT).
- **School Year:** Junior, Senior, Masters, Second Year Community/Technical College, Alumni
- **Latest Graduation Date:** N/A
- **Major Groups:** Design & Applied Arts, Fine & Studio Arts, Architecture, Art History, Graphic Design, Museum Studies, Photography, Product Design/Packaging, Game Development, Marketing, Advertising

**Application Process:**

- **Application Open Date:** Now
- **Application Close Date:** 4/30/24
- **How will candidates submit their applications:** On Handshake or by emailing [georgi@maricich.com](mailto:georgi@maricich.com).
- **To Apply:** Please submit a cover letter addressing your experience relative to the requirements outlined above. Also include your resume, availability, and a PDF or link to a webpage showing your design portfolio. Start and end date of the internship is flexible based on the applicant's academic calendar. The internship will consist of between 16-20 hours a week. We can accommodate based on individual needs to help support classes/other work commitments taking place during the three-month engagement.