

America's Test Kitchen is seeking a graphic designer to help us continue the growth of our social media presence. We've seen significant gains in the past two years and are looking for a talented and creative designer to help accelerate that growth with on-brand content that teaches and inspires home cooks.

You'll collaborate closely with the Director of Social Media and her team to build strategies, create campaigns and assets that engage our audience. You'll help balance long and short term editorial and marketing goals and seek opportunities for our various brands to be an active participant in trending topics.

The ideal candidate is not only passionate about design and animation, but equally passionate about social media as a medium and can roll with, and be inspired by, it's ever-changing nature. The job goes beyond asset creation. You'll stay connected after publication and help to gauge the effectiveness of posts and our overall strategy. Those learnings help fuel future projects.

This position reports to the Creative Director and works closely with various team leads.

### **Responsibilities**

- Partner with the social team to get aligned on strategy and goals
- Work closely with editors and art directors for Cook's Illustrated and Cook's Country to bring content to social in new and engaging ways
- Record videos and take photos of real behind-the-scenes moments at ATK
- Tease upcoming recipes to build anticipation for magazine publication
- Turn each magazine release into an event
- Continuously test new ideas and evaluate what's working and what's not
- Bring archives to life in ways that attract new audiences
- Engage and convert existing audience
- Partner with the marketing team to create holiday campaigns

### **Qualifications**

- Bachelor's degree in art or design or equivalent experience (2-5 years)
- Mastery of Adobe Creative Suite
- Passion for social media
- An interest in marketing
- Ability to turn abstract ideas into visual stories
- Stellar communication and organization skills
- Comfortable in a highly collaborative environment

Apply [here](#)