



MINARD CAPITAL

## **INDEPENDENT CONTRACTOR**

### **Position Summary:**

*Graphic Designer: The Minard Guild*

### **About Minard Capital:**

Minard Capital offers outsourced institutional marketing and asset raising consulting services to alternative investment firms around the world. Minard Capital is not a broker-dealer nor a third-party marketing firm. The firm is a fee-for-service consultancy, dedicated to delivering more efficient and effective marketing and branding tactics to raising a firm's assets, brand profile and sales efficiency.

Leveraging 25 years of global asset raising experience, we are a supplement to global marketing teams, helping to identify, qualify, grow and close new business. Current contracts include: building an institutional-quality marketing infrastructure, presentation scripting, market and investment channel intelligence, short-lists of viable institutional prospects and strategic marketing programs to shorten the global sales-cycles and maximize the efficacy of existing marketing teams.

Minard Capital was founded in 2012 by Rachel S.L. Minard, *Chief Executive Officer*, a world-renowned hedge fund marketing expert who has raised over USD \$14 billion in assets across 18 countries spanning her 25 year career. Ms. Minard also built four (4) fund of hedge fund firms from scratch, each to award-winning recognition.

The Minard Guild, hosted by Minard Capital, is an invitation-only conference bringing together 200 of the top global institutional investment decision-makers representing over \$300B AUM for a three-day immersive, educational networking event. In partnership with the Ritz-Carlton, Half Moon Bay, The Guild will allow participants to take a deep dive into asset allocation, portfolio construction, risk management and solve investor portfolio problems all while enjoying a private, intimate venue.

### **Position Description:**

The position of Graphic Designer is an independent consultant role working under the direction of Douglas Philips, *Chief Operating Officer* and Lisa Larkworthy, *Senior Director, The Minard Guild*. The Graphic Designer ensures the timely and high-quality delivery of graphic design elements as requested by Minard Capital.

Specific responsibilities include, but are not limited to:

- Create and format design elements across marketing materials including brochures, event banners, invitations, presentations, and other projects as assigned;
- Daily use of design software including Microsoft Office and Adobe Creative Suite;



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- Translate verbal description of design elements into high-quality graphic elements with efficiency;
- Professionally accept design feedback and amend materials according to requests and specifications;
- Proofread and prepare designs for printing, coordinating with printer to ensure high-quality output;
- Develop designs with a strong sense of typography, composition and conceptual thinking;
- Meet or exceed all deadlines for design deliverables and clearly communicate project status to team members;

### **Minimum Required Qualifications:**

- 2-4 years professional experience in graphic design;
- Expert knowledge of Microsoft PowerPoint, Microsoft Word and most current versions of Adobe InDesign and Adobe Illustrator;
- Strong knowledge of Adobe Acrobat, Adobe Photoshop, and Microsoft Excel;
- Keen eye for design consistency and the ability to apply appropriate layout, typographic, color and imagery design elements across all client materials;
- Prior experience working within brand and style guidelines;
- Detail-orientated individual with high personal standard of quality;
- Exceptional communication skill with knowledge of proper grammar, sentence syntax and communication etiquette. Fluency in English (both verbal and written) required;
- Strong work ethic, highly motivated and driven;
- Able to multi-task and manage time effectively, skilled at prioritization and problem solving;
- Comfortable working both collaboratively and independently;
- Entrepreneurial attitude and focus, committed to contributing new and original ideas;
- Expert use of Apple technology for design and general business operations required.

### **Desired Qualifications:**

- Bachelor's degree in Graphic Design or related field preferred but not required;
- Strong portfolio showcasing high-end presentation design skills (i.e. animation, builds, dynamic charts and diagrams) and clean design aesthetic;
- Experience designing and creating brand concept and manuals a strong plus;
- Expert knowledge of Adobe Illustrator and Adobe Photoshop a strong plus;
- Knowledge of website design (HTML, CSS, JavaScript) a plus;
- Prior experience providing branding and design elements for Financial Industry clients.

### **To Apply:**

To be considered for this opportunity, kindly e-mail your CV, cover letter and rate information along with examples of your work and/or portfolio to [careers@minardcapital.com](mailto:careers@minardcapital.com). Please indicate "IC Graphic Designer: [Your Name]" in the subject line. This is an Independent Contractor position.