



APPENDIX A

Source Interlink Career Opportunity Form

POSTING DATE: October 15, 2009

POSITION: Graphic/Web Designer

DEPARTMENT: Source Interlink Media/Automotive.com

LOCATION: Irvine, CA

REPORTS TO: Creative Director

FUNCTIONS:

The Graphic/Web Designer will be responsible for creating and designing websites, micro sites, banner ads, emails, logos and icons. This is a full time position for a cutting edge web designer who has proven experience in web design and who possesses a strong talent as a graphic designer. In this role you should have an intimate working knowledge of designing for the web, web graphics, web animation and hands on knowledge of HTML. Extensive experience with desktop publishing/imaging applications (Photoshop and Illustrator) for use in creating graphics optimized for the web. Knowledge of Flash is a plus, but not required. If you have ever done any design work for the automotive industry or have a good understanding of car culture that is a plus.

The designer must be results-oriented and have strong technical, creative, and communication skills while being able to work independently, as well as part of a team. The designer should possess exceptional attention to detail and be able to handle shifting priorities and multiple projects simultaneously while meeting tight deadlines. A strong work ethic is a must. This includes getting to work on time, asking for more work if idle, having responsible note-taking habits so tasks are completed accurately and knowing how to take design direction from the Creative Director.

REQUIRED QUALIFICATIONS:

- Must have a minimum of 2 years of related experience working as a professional graphic/web designer.
- Design a variety of materials including, but not limited to, entire web pages and sites, splash pages, micro sites, online banner ads, marketing e-mails, online forms, logos, icons, and cutting up and optimization of all designs for web development team.
- See projects through from concept to completion, while maintaining a high level of accuracy, consistency and efficiency.
- Take initiative to provide creative input and design solutions even beyond what was asked.

- Be self-motivated and highly professional. Don't just complete tasks to get them done but approach each one as a challenge to yourself to create bigger and better designs each time.
- Superior knowledge of digital imaging and illustration using Adobe Photoshop and Illustrator.
- Must have comprehensive and functional knowledge of current web-design trends, tactics and SEO.
- Experience working under tight deadlines in a fast-paced environment.
- Advanced knowledge of web design and layout principles.
- Creativity, design and software capabilities should be evident in a portfolio of the applicants work.

KNOWLEDGE, SKILLS AND ABILITIES:

- Experience working with Photoshop, Illustrator, web graphics, web animation, HTML
- Flash experience is a plus
- Car culture experience is a plus

EQUIPMENT, SOFTWARE USED:

- Personal Computer
- Microsoft Office

HOW TO APPLY FOR THIS POSITION:

Mail, fax or email resume, letter of interest, internal job posting application, and any other relevant information you would like to submit to:

NAME: Human Resources
ADDRESS: 774 S. Placentia Ave.
Placentia, CA 92870

FAX: 714-939-2526

EMAIL ADDRESS: career@sorc.com