

JOB DESCRIPTION

JOB TITLE: Graphic Designer

DEPARTMENT: Administration

FLSA STATUS: Non-exempt

REPORTS TO: Marketing & Communications Specialist **PAY GRADE:** 9

SUPERVISES: Volunteers

JOB SUMMARY

The Graphic Designer develops and executes a consistent visual identity for the Library through the development and production of marketing and communications materials in print and electronic formats. Materials may include posters, flyers, signs, brochures, newsletters and collateral that support Library programs and services.

ESSENTIAL FUNCTIONS OF THE JOB

This job description should not be interpreted as all-inclusive. It is intended to identify the essential functions and requirements of this position. The incumbents may be requested to perform job-related responsibilities and tasks other than those stated in this job description.

1. Work with the Marketing & Communications Specialist to develop innovative and strategic marketing, communications and branding solutions.
2. Prepare layouts for print materials including flyers, posters, brochures, banners and newsletters.
3. Create images for use in electronic communications such as email, website, social media and digital signage.
4. Generate creative ideas.
5. Ensure brand consistency.
6. Proofread all materials produced by Marketing team.
7. Coordinate production of print projects including researching vendors, requesting estimates, managing production schedules and delivery.
8. Coordinate and execute photo shoots, purchase stock photos and maintain inventory of photographs.

OTHER RESPONSIBILITIES

1. Edit copy and adapt text to multiple applications.
2. Attend meetings as necessary.
3. Provide written progress reports to the Marketing & Communications Specialist.

4. Assist with assorted Public Relations and Marketing duties.
5. Assist with social media.
6. Maintain an awareness of industry trends in graphic design and libraries.
7. Other duties as assigned.

MATERIALS & EQUIPMENT

This position requires the use of a variety of office machines and office equipment including but not limited to computer, printer, digital camera, paper cutter and laminator. Uses typical equipment necessary for creation of props and displays.

EDUCATION AND EXPERIENCE

1. Bachelor's Degree in graphic design or related field.
2. Minimum two years of demonstrated experience designing and producing print materials and web content with an organization that conducts programs such as library, park district or museum.
3. Some training and experience in the work of libraries is highly desirable.

MINIMUM REQUIREMENTS OF WORK

1. Advanced knowledge of Adobe Creative Suite software and ability to design and create effective promotional materials using the software.
2. Ability to lead constructive discussions with colleagues to gather design requirements and review/revise drafts.
3. Ability to articulate rationale for design choices.
4. Ability to plan, organize and prioritize work in order to accomplish quality work in an effective and efficient manner.
5. Ability and willingness to work through a collaborative process to produce solutions that meet Library needs.
6. Ability to work independently.
7. Ability to communicate clearly and concisely, both verbally and in writing, in English.
8. Ability to use initiative, problem-solving skills and sound judgment.
9. Familiarity with electronic and print file formats and production processes.
10. Intermediate to advanced photography skills using a DSLR camera.
11. Considerable knowledge of Microsoft Windows and MS Office software (Word, Excel, PowerPoint, Outlook, Publisher).

PHYSICAL DEMANDS / WORK ENVIRONMENT

These physical demands are needed to perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

At least 80% of the employee's regular duties involve the use of a computer (keyboard, mouse, stylus) while seated. Specific vision abilities required by the job include close vision and the ability to adjust focus. Occasionally, the employee may be required to walk, push, move, bend, stand, sit, squat, reach and stretch. The employee must be able to lift 25 pounds.

The employee must maintain effective auditory and visual discrimination and perceptions needed for making observations, communicating with others, reading, writing and operating assigned equipment.

Work is performed in a normal office environment where there is little or no physical discomfort associated with changes in the weather or discomfort associated with noise. Occasionally, the employee may be required to work at a location other than the Library, including outdoors.