



JOB TITLE: Graphic Designer
DEPARTMENT: Administration
FLSA STATUS: Non-exempt
REPORTS TO: Marketing & Communications Specialist
PAY GRADE: 8
SUPERVISES: None

JOB SUMMARY

Work with the Marketing & Communications Specialist to develop creative and strategic marketing, communications and branding solutions that increase awareness of library events, resources, services and collections. Design print newsletters, brochures, flyers/posters and other in-library signage and forms. Design digital images for use on website, digital signage, electronic news and social media. Maintain a consistent visual identity for the library.

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 employee may be requested to perform job-related responsibilities and tasks other than those stated in this job description. The employee is expected to possess the knowledge, skills and abilities needed to carry out these essential functions.

1. Work closely with the Marketing & Communications Specialist to produce library publicity pieces, including quarterly printed newsletters, bi-monthly electronic news, event flyers/posters, brochures, bookmarks, digital slides and other images for website and social media.
2. Use Adobe Creative Cloud apps, especially InDesign, Illustrator and Photoshop, or other design software, to create a print newsletter and other print and digital materials/images.
3. Edit, proofread and adapt content for use in publicity materials.
4. Add and schedule content articles, images and slides in Communico, the library's website content management system, and other online platforms, including social media.
5. Coordinate with outside print vendors.
6. Set priorities, conceptualize projects and manage multiple projects and deadlines simultaneously.

OTHER RESPONSIBILITIES

1. Coordinate with co-workers across all departments to make sure work product meets branding and written style standards.
2. Update and maintain Library's brand style guide.
3. Use Microsoft apps (Outlook, Word, Excel) and Microsoft Teams.
4. Take photos and videos of library activity and events; edit and upload to various platforms.
5. Participate in staff meetings and work sessions.
6. Participate in special library events and outreach efforts.

7. Attend webinars and online workshops pertaining to graphic design marketing concepts.
8. Use technology and equipment (software applications, computers, internet, email) to effectively and efficiently perform essential job functions. Perform basic troubleshooting.
9. Assist with other duties and projects as assigned.

EDUCATION AND EXPERIENCE REQUIRED

1. Certificate or Associate degree in graphic design; Bachelor's degree preferred.
2. Minimum one year of experience producing newsletters, program guides or similar collateral, preferably at a library, park district, municipality or museum.
3. Highly developed skills and demonstrated experience using Adobe products, including: InDesign, Illustrator, Photoshop, Spark and Acrobat Pro.
4. High level of proficiency in print and digital communications development and delivery through knowledge of graphic design and typography.
5. Demonstrated experience creating and producing print newsletters using Adobe InDesign or other design software.
6. Experience using a DSLR camera for photo and video production.

OTHER QUALIFICATIONS DESIRED

1. HTML or other website coding experience.
2. Experience or coursework in communications, English or a related field.

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.

Nearly 100% 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.

GENERAL PERFORMANCE REQUIREMENTS

In order to perform these duties effectively and in a manner consistent with the Library's commitment to high quality public service, every employee must possess, and will be expected to consistently exhibit, the following qualities and capabilities. Specific examples of behaviors for each competency are available upon request.

- **Teamwork**
Builds good working relationships with staff members across the Library. Shows respect for others and values their contributions. Cooperates with others and works as part of a team to make valuable contributions toward achieving Library goals.
- **Communication**
Communicates clearly, effectively and concisely in both written and verbal forms. Actively listens to others' ideas and perspectives. Communicates with tact and diplomacy, and remains sensitive to the diverse communication styles of others. Presents a positive demeanor through tone and phrasing of messages.
- **Customer Service/Interaction with Others**
Offers friendly, thorough and timely service to a diverse group of internal and external customers, including but not limited to library members, guests and fellow staff. Takes time to fully explore customers' needs and tailors a response for each situation. Shares information openly to increase others' knowledge and ultimately improve the customers' experience.
- **Job Knowledge & Application**
Applies knowledge to accomplish the primary responsibilities of the position and achieve results within established procedures, policies and timeframes. Maintains quality and performance standards in all situations, and accepts responsibility and accountability for all tasks performed. Utilizes resources (time, equipment, budget, etc.) to maximize efficiency and productivity.
- **Flexibility/Adaptability**
Modifies behaviors and work methods in response to new information, changing conditions or unexpected obstacles. Responds to and handles unexpected and/or difficult situations calmly and appropriately. Accepts, adapts to and encourages change as necessary.
- **Image/Integrity**
Ensures all interactions are conducted with genuine honesty, dignity, and openness. Demonstrates behaviors that reflect positively on the Library and uphold the Library values and image. Exhibits energy and enthusiasm for the job and the organization.
- **Problem Solving & Decision Making**
Recognizes and fully identifies problems. Gathers and analyzes data, evaluates a variety of options and determines the best course of action. When appropriate, obtains necessary approvals, implements and then ensures effectiveness of decisions.
- **Innovation**
Generates new ideas and solutions. Challenges the status quo. Actively pursues new or improved ways of accomplishing tasks or supporting Library objectives. Stays abreast of trends, remains open to new ideas and focuses on continuous improvement.
- **Planning and Organizing**
Understands needs, establishes priorities and appropriately utilizes resources (time, technology, budgets) to proactively develop work plans. Monitors and adjusts ongoing plans to implement projects correctly and ensures they are completed in an effective and efficient manner.
- **Self Development**
Pursues additional knowledge and skills to enhance personal growth and contribute to the success of the organization. Seeks opportunities for learning new areas and participates in new projects to keep skills current and broaden knowledge.