

Graphic Designer

Grade: 8

Reports to: Graphic Design Manager

Department: Marketing and Strategic
Communications

Job Status: Full-Time, Exempt

Approval Date: November 2019

Job Summary:

Provides graphic design support for visual communication efforts including digital and print collateral for the Aquarium.

Essential Functions:

- Create collateral that presents information in a clear hierarchical way
- Support Aquarium campaigns through creation of print and digital advertisements
- Meet and collaborate with other departments to find the most effective creative solution for their needs, as projects are assigned
- Assist interns with learning technical skills
- Maintain Aquarium and campaign graphic guidelines in all work produced
- Work to develop relationship with printers and ensure work is high quality, arrives on time and within budget
- Support institutional goals by designing collateral for departmental initiatives and promotions (rack cards, flyers, signs, posters, email images, etc...)
- Present design directions and communicate design choices in a clear strategic way to other departments or teams
- Support digital campaigns through managing assets across platforms
- Support social media campaigns with designs, photographs and illustrated graphics

Other Duties and Responsibilities:

- Supports the mission by participating in Aquarium programs and events
- Develops a good working relationship with other departments and vendors
- Supports the mission by looking for ways to decrease our environmental impact
- Fabricates signs/props
- Other duties as assigned

Knowledge, Skills and Abilities:

- Must possess graphic design experience.
- Experienced in assessing customer's design needs
- Skilled in the use of the latest versions Adobe Creative Cloud
- Must possess basic working experience with digital scanning and photography
- Must possess basic working experience with Microsoft Office

- Excellent oral and written communications skills
- Photography and illustration skills are a plus

Education and Experience Required:

- Bachelor's degree in Visual Arts, Graphic Design, or related field
- 1-4 years of professional graphics experience
- Nonprofit experience preferred

Working Conditions:

- Office Environment
- Some repetitive work
- No travel required
- 70% of work requires working on a computer

The above statements are intended to describe the general nature and level of work performed by people assigned to this classification. They are not construed to be an exhaustive list of all job duties performed by the personnel classified.

The Aquarium is an "at-will" employer, and as such, employment with the Aquarium is not for a fixed term, or definite period and may be terminated at the will of either party, with or without cause, and without prior notice.