

JOB DESCRIPTION

POSITION: Graphic Design Specialist

LOCATION: Mishawaka Library

FLSA Status: Non-Exempt

HOURS OF WORK: 30-40 hours per week, including occasional evening and Saturday hours.

WAGE: *\$26.00 per hour*

BENEFITS: As specified in the latest edition of the staff handbook or as amended by the Board of Trustees.

DIRECT SUPERVISOR: Communications Manager

QUALIFICATIONS AND WORK SKILLS:

1. Associates degree in graphic design or related field.
2. Prefer a minimum of two (2) years demonstrated experience in internal/external marketing & design.
3. Strong time management and organization skills; ability to multi-task and make and meet deadlines.
4. Experience in developing and maintaining measurable marketing and communication strategies to meet organizational objectives, including targeting, message development, delivery and ROI.
5. Experience in social media marketing & photography.
6. Demonstrated proficiency in Adobe Creative Cloud (especially Illustrator, InDesign, Photoshop), Microsoft Suite, Acrobat Pro and other graphic design programs in PC and Mac environments, along with ability to provide graphic design services and feedback.
7. Exceptional design skills; demonstrated attention to detail and ability to convey messages clearly and effectively.
8. Demonstrated ability to creatively solve problems, handle challenging situations in a positive manner; create and maintain positive staff relationships; demonstrate innovation.

Position Summary

This position works alongside the Communications Manager to provide operational support to branding, promotions, and public relations for the MPHPL system. Duties include creating original and engaging branded content to support strategic goals, library programming, and initiatives.

DUTIES & RESPONSIBILITIES:

1. Adhere to the MPHPL brand, ensuring consistency in visual brand elements as well as written tone, naming and other branding guidelines.
2. Serve as a member of the communications team that works in a fast-paced environment, juggling numerous projects at any given time.
3. Assist in the prioritization and direction of workflow to ensure efficient and timely completion of content development, design, review, and production requests from internal departments.
4. Possess a firm understanding of prepress knowledge and file packaging for print.
5. Incorporate technology and social media in implementing communication plans.
6. Ensure design integrity, visual quality, effective communication, and publication style of MPHPL's website; secure photographs/graphic elements for site.
7. Develop strategies and carry out a wide range of marketing activities.
8. Participate in library-wide committees and perform other duties as assigned.

PHYSICAL REQUIREMENTS:

1. Ability to sit for extended periods of time while keyboarding.
2. Ability to hear patrons and staff (with or without hearing aids) accurately in person and on the phone to facilitate an appropriate response.
3. Ability to see (with or without glasses) to perform all duties as assigned.

November 2021