



## **JOB DESCRIPTION**

**Position Title:** Graphic Designer  
**Status:** Full Time, Exempt  
**Salary Grade:** 24

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### **Job Content:**

- I. Overall purpose of this position:
  - Direct and manage the conceptualization, creation and facilitation of the park district's graphic identity. Includes graphic design and art direction, from concept to completion, of all internal and external communications.
2. Major activities, which must be performed in order to carry out the purpose of the position as described above:
  - A. Design, art direct and manage a professional level of visual communication that supports department goals and the mission of the park district. Projects include, but are not limited to: publications, brochures, advertisements and all printed pieces; banners, exhibits, displays, signage, park maps, kiosk materials and interpretive panels. Art direct or manage specialty items and branded merchandise. Provide design support for web, social media and special projects.
  - B. Occasionally work with freelance designers to supplement design and production. Maintain the park district's graphic identity manual. Set standards and expectations to ensure quality. Organize priorities, multi-task and create production schedules. Obtain quotes and develop project specifications, complete purchase orders and process invoices for design work. May develop bid packages.
  - C. Supervise photo shoots and video shoots. Shoot digital photography for publication, web and other projects. Manage the park district's photo library.
  - D. Inventory and maintain sufficient levels of park publications and ancillary materials. Work with staff to distribute materials.
  - E. Demonstrate creativity and innovation. Maintain current knowledge of graphic design principles, trends, hardware and software as they pertain to the position.
  - F. Provide input, direction and support for marketing and advertising programs and materials. Support special events and programs.
  - G. Set up and facilitate project meetings. Provide ongoing graphic support and information to departments and co-workers.
  - H. May oversee interns and serve on internal committees.

- I. Comply with all park district safety and risk management programs.
- J. Develop and maintain procedural manuals for areas of responsibility.
- K. Other duties, as assigned.
- L. Flexible work hours, including evenings and weekends, as required.
- M. Regular attendance as required by the employee handbook.

**Qualifications:**

3A. Specific knowledge, training or skills required to perform the duties of this position. Specific concepts, courses, training programs or required certifications:

- Six or more years of relevant professional experience and a bachelor's degree in graphic design. General business know-how in finance, budgeting and management typically acquired through formal training at the bachelor's degree level and through hands-on work experience.
- Excellent Macintosh skills including proficiency in Adobe InDesign, PhotoShop, Illustrator and Acrobat; Microsoft Word, Excel and PowerPoint; other current software.
- Demonstrated understanding of graphic design, type, photography, illustration and print production.
- Demonstrated emotional intelligence to include: self-awareness and accurate self-assessment, sensitivity and empathy, openness, reliability and consistency. Proven track record of establishing and maintaining critical relationships internally and externally. Demonstrated trust, integrity and credibility.
- In-depth oral, written and visual communication skills.
- Demonstrated understanding of the professional application of electronic and interactive technology.
- Valid Ohio driver's license.
- Maintain certification in First Aid / CPR through the park district's annual program.

3B. Essential Physical Demands and Working Environment:

- While performing duties of this job, the employee may occasionally be required to be stationary or move across even and uneven terrain and communicate with others. The employee must regularly move objects up to 25 to 50 lbs.
- While performing the duties of this job, the employee may occasionally be exposed to extreme outside weather conditions including temperature and precipitation.

3C. Previous background necessary to qualify for this position:

- Seasoned experience in graphic design, marketing, communications and production in a small or mid-size agency.

**CONDITIONS OF CONTINUED EMPLOYMENT:**

- Must successfully complete a one-year probationary period.