

JOB DESCRIPTION

TITLE: Graphic designer for print and web
CATEGORY: Non-exempt
REPORTS TO: Director of operations

Main function:

Under the direction of the director of operations and as an integral member of an in-house team, *graphic designer for print and web* is primarily responsible for the development of websites and other integrated electronic media as part of a production team of print and web designers/editors. Communication materials include newsletters and other promotional materials associated with client programs.

Education and experience:

HTML, CSS, WordPress, and NetCommunity experience required. InDesign/Adobe CS5, and Photoshop experience preferred. Mac proficiency required; cross-platform fluency helpful. Bachelor's degree and prior web design/development experience required. Writing, editing, and proofreading experience preferred.

General expectations/requirements:

Graphic designer for print and web must acquire working knowledge of client base and company products and services. He/she/they must maintain and ensure accuracy on a consistent basis. The successful candidate should be self-directed and able to work independently and collaboratively, as projects require. The successful candidate is expected to maintain a positive and productive professional attitude.

ESSENTIAL FUNCTIONS

I. Website development:

1. Design/develop and edit/update client websites in accordance with Elevate's proprietary web product using WordPress and NetCommunity.
2. Work on other websites as directed and needed.

II. Production assistance - Editorial:

1. Acquire working knowledge of "house rules" of English language grammar and usage in accordance with the Associated Press style guide.
2. Edit copy submitted for newsletters, websites, and other publication media. Rewrite as necessary.
3. Write alumni news for newsletters using submitted reports.
4. Write articles based on information obtained or submitted by client.
5. Edit letters, proposals, and correspondence as needed.
6. Verify factual information, including names and dates, using in-house data, the internet, and other sources as needed.
7. Proofread newsletters, website content, promotional materials, and correspondence as needed.
8. Ensure brand/messaging/content consistency and accuracy for all work produced on an ongoing basis.
9. Create, maintain, and edit client website content as needed.
10. Create, maintain, and edit other website content as needed.

III. Production assistance – Graphic design:

1. Maintain consistent brand/messaging/content on an ongoing basis.
2. Produce or facilitate all client communications as assigned, including but not limited to newsletters, flyers, honor rolls, postcards, brochures, membership directories, electronic communications, websites, and social media.
3. Scan graphics and line art for use by production and others at Elevate.
4. Scan, crop, and enhance photographs.
5. Prepare materials for print, web, and electronic distribution.
6. Establish fluency with company's proprietary client website product, including underlying structure, functionality, content, and database integration.
7. Maintain, copy, and store production materials on production computer and on server(s) using established protocols and naming conventions.
8. Develop new promotional material as needed, e.g., Homecoming, reunions, honor rolls, other events.
9. Update/rebrand promotional material as appropriate.

IV. Production assistance - Administrative:

1. Provide project management for tasks in process. This includes being aware of client history and comments posted in client's FileMaker account.
2. Send proofs of materials produced to clients for approval.
3. Contact clients in a timely fashion to follow up on proofs, drafts, etc., via phone and/or e-mail as appropriate.
4. Contact clients to resolve problems with consistency/accuracy within copy.
5. Make arrangements with vendors and Elevate colleagues for timely distribution of client communications.
6. Order data exports for labels, honor rolls, lost lists, etc., from records for mailings and/or websites as needed.

7. Log jobs in FileMaker and fill out mail processing orders detailing components, mailing class, distribution, and processing requirements as appropriate.
8. File newsletter and other hard-copy samples as needed.
9. Set up and maintain SSL certificate currency for clients' websites as needed.
10. Maintain Elevate intranet, known as the i-Gate.
11. Maintain comprehensive billing records for all assigned projects.
12. Submit billing in a timely manner.
13. Assist director of operations on an ongoing basis as needed.
14. Assist other employees on an ongoing basis as needed.
15. Using knowledge acquired, evaluate existing client production processes and make any recommendations for improvement and resource utilization.
16. Participate in company meetings and on company committees as needed to analyze/improve operations.