



JOB POSTING

Position: Graphic Designer and Creative Services Manager

Reports to: Director of Marketing and Communications

Department: Marketing/Communications

Position Type: Full-time, Salary, Exempt

Salary Range: \$43,000-50,000 DOE

Benefits: Eligible

Summary of Position

The Graphic Designer and Creative Services Manager works closely with other departments, in collaboration with the Marketing and Communications team, to complete a variety of collateral materials and other design projects (for print use, web, social, etc.) and is responsible for writing and assisting in the development and implementation of written communications and media messages. This is a fast-paced, deadline-driven environment with changing priorities and multiple deadlines.

The Graphic Designer and Creative Services Manager, in collaboration with the Director of Marketing and Communications, will work collaboratively to execute the annual marketing plan, meet assigned goals on deadline and within budget.

They will work with the Marketing Director to support public relations efforts by creating content for press kits, uploading to website and Dropbox, monitoring emails, responding to press requests and other duties as assigned, all to cultivate and sustain a positive relationship with local and regional media and community partners.

They will serve as the department photographer and videographer for special events, social posts and promotions, and other projects as assigned.

Responsibilities

" Develop, design, and coordinate production of a variety of publications (printed and electronic) and collateral material for internal and external audiences

" Oversee development of promotional materials brand standards and fulfillment of specific project specifications and needs

- " Set specifications for identified projects and choose appropriate paper stocks, inks, ink colors, and fonts to best meet project needs and reinforce the overall brand
- " Prepare materials for printing, including prepress work, electronic art preparation, electronic file preparation, and press checks to ensure high-quality finished materials
- " Oversee, review, and approve design plans and the work of staff and outside designers to ensure conformance to brand standards
- " Establish relationships and choose appropriate service providers, gather cost estimates and negotiate fees and contracts with them, as necessary
- " Serve as project liaison between the printer and mailing house as needed to ensure that materials are delivered to the mailing house and mailed in a timely manner
- " Ensure that printed materials destined for mailing are in conformance with current US postal regulations
- " Assist with website design, helping to ensure that graphic standards are met, information provided is complete, timely and brand-worthy
- " Collaborate with marketing team members and other departments to develop and implement strategies to enhance the museum's image, brand identity, and promote marketing initiatives
- " In collaboration with Director of Marketing and Communications, generate news releases and other communications needed to promote exhibitions and initiatives
- " In collaboration with Director of Marketing and Communications, track, monitor and evaluate media impressions and public relation strategies
- " Work collaboratively to support the Marketing and Communications Manager to create content for social channels and serve as a back-up.
- " Take photographs and video shorts as required; edit images and video content

Perform other duties as assigned.

Education/ Experience

- " Experience working collaboratively with and maintaining a harmonious working relationship with members of a marketing team, other employees, and outside vendors
- " Bachelor's degree preferred in graphic design, visual communications, or closely related field or commensurate work experience
- " Demonstrated talent with mandatory portfolio, illustrating proficiency in graphic design (illustration skills a plus)
- " Three years' experience of progressively responsible graphic design and production experience using Adobe Creative Cloud Suite

Skills and Abilities

- " Must be a self-starter with strong project management and organizational skills, with the ability to meet multiple deadlines and work within tight time and financial constraints
- " Professional integrity and ability to handle sensitive issues with discretion.
- " Strategic thinker with methodical project management and execution skills, with a strong interest in data and metrics
- " Solid verbal and written communication skills
- " Ability to interact respectfully, collegially, and professionally.
- " Willingness to be a team player both within the department, throughout the organization, and in the community at large.
- " Belief in the museum as a cause for social good and a positive, and dynamic force for economic development.
- " High proficiency and artistic aesthetic in photography required
- " Ability to work in a fast-paced environment with changing priorities, multiple deadlines, and minimal supervision

- " Experience in planning for and coordinating the work of outside service providers such as printers, videographers, and illustrators to satisfactorily meet design requirements of specific projects
- " Service oriented with excellent relationship management skills. Courteous, personable and flexible; able to deal effectively and sensitively with a wide range of people. Exhibits an awareness and sensitivity to cultural and other differences when working with private organizations, volunteers, vendors, museum staff, and the general public.
- " Sense of humor and ability to dance on the head of a pin.

Travel, Working Conditions, Physical Requirements and Environment include

The essential physical requirements of this position include:

- " Must be able to sit at a workstation and/or a computer screen for the majority of the work day.
- " There is occasional need to stand, stoop or walk for long periods of time
- " Frequently reaches with hands and arms and uses hands and fingers to handle objects and operate tools, machinery, computers, and/or controls
- " Ability to lift objects (up to 25 pounds) and perform other similar actions during the course of the workday
- " Continuously exchanges information through listening and talking with staff, volunteers and individuals in the community
- " Some evening and weekend work is required

To apply, please submit TAM employment application, resume, cover letter and link to portfolio to hr@tacomaartmuseum.org

Applications will close Wednesday, February 5, 2020. Job expected to start March 2020. No phone calls please.

Tacoma Art Museum is an Equal Opportunity Employer
Tacoma Art Museum strongly encourages applicants from members of groups underrepresented in careers related to museums and the visual arts.

About Tacoma Art Museum

Tacoma Art Museum is a public-spirited institution that champions a dynamic and complex approach to exhibitions. The museum's passionate staff is driven by the mission of connecting people through art, empowering visitors to create meaning with artworks through innovative interpretive and programming strategies. Named by USA Today as one of the "Top 10 Great Places to See Art in Smaller Cities," the museum has developed a reputation for presenting art in a thought-provoking yet accessible manner with a strong commitment to Northwest art.

Founded in 1935, TAM has strong roots in the community. Along with five other nearby museums and neighboring University of Washington at Tacoma, TAM anchors Tacoma's lively downtown core.