

JOB DESCRIPTION | GRAPHIC DESIGNER

REPORTS TO: Creative Services Program Manager

FLSA: Full-Time, Exempt

PAY: \$60,000 - \$70,000, Annually

LOCATION: On-Site 100%

JOB SUMMARY

McCallum Theatre is seeking a dedicated graphic designer to join our team. The successful candidate will work collaboratively with the Creative Services Manager to conceptualize and execute design and production projects for all marketing staff to serve multiple teams across the organization. Passion for design, innovative thinking, expert knowledge of the Adobe Creative Suite, and willingness to learn new processes and software applications are required to succeed in this role. The qualifying candidate will have a strong understanding of brand standards and marketing principles, demonstrate strong attention to detail, be receptive to all feedback, execute projects in a timely manner, and possess a solution-based mindset.

ESSENTIAL RESPONSIBILITIES

- Produce a wide range of print and digital collateral, including but not limited to print ads, promotional banners, vouchers, social stationery, signage, postcards, rack cards, brochures, custom envelopes, flyers, event logos, and email marketing communications.
- Use a variety of software applications to execute creative tasks, track project status, share files, load web images and deploy email communications.
- Work independently as well as cooperatively with team members to discuss budget and creative/print production deadlines, and to evaluate and manage workload.
- Study design briefs and translate into a strategic direction to achieve high-quality designs that serve the intended project's primary and supplemental goals.
- Determine ideal usage of color, text, font style, imagery and layout for each project, to ensure that design concepts represent the organization appropriately.
- Submit designs to Creative Services Manager and project leads for feedback.
- Be receptive to feedback, implementing edits as requested or offering alternative solutions as appropriate to ensure visual expectations and messaging goals are achieved.
- Obtain proper approvals during the creative process, from presenting the first draft through to obtaining final approvals prior to submitting files for press and/or digital deployment.
- Meet project deadlines and communicate with team members when priorities need to shift to stay on schedule.
- Effectively manage multiple projects throughout the workday, including administrative responsibilities related to vendor management such as obtaining quotes from external vendors, meeting with colleagues, tracking and communicating project progress, reviewing and approving job invoices, completing required trainings, and submitting files for press.
- Coordinate press deadlines with print vendors and ensure that press-ready files are submitted on time.

- Select images from our database and image galleries as necessary, and/or search for royalty-free artwork on external platforms, such as Shutterstock, Canva and Creative Market.
- Track project expenditures and assist in researching and analyzing past project expenditures.
- Update and maintain organized files for creative assets, such as native design files, royalty-free artwork, power point presentations, photography and video.
- Assist with web updates as requested.
- Distribute organization logo and logo guide to vendors, as necessary.
- Adjust, touch-up, and resize images as necessary for use in print or digital environments.
- Stay up to date with design trends and software updates.
- Examine existing processes, identify challenges, and create solutions that improve workflows for all stakeholders.
- Perform other related duties as assigned.

MINIMUM REQUIREMENTS

- **Strong graphic design skills:** Ability to easily manipulate images, create layouts with visual hierarchy, strategize typography placement and font selections, ability to prep files for press (without manager assistance) and prep images for web at the proper resolution for fast loading.
- **Training:** Degree in graphic arts or equivalent experience, as well as training in other visually creative or related field (such as photography, interior design, web design, etc).
- **Experience:** Minimum 3-5 years of recent experience in graphic design and branding is required.
- **Creativity and Innovation:** Ability to think outside the box when conceptualizing creative projects and to expand/enhance the initial ideas presented by the team.
- **Flexibility:** Ability to pivot and implement creative problem-solving skills, when necessary, whether it be based on feedback, a change on messaging, or due to an added or cancelled show or event.
- **Deadline-oriented:** Ability to work on multiple projects at a time, work in a fast-paced environment, and track project status and file location on a shared spreadsheet.
- **Time management:** Ability to prioritize projects based on deadlines and the time investment required in the execution for each project. Ability to multitask and work on a minimum of 3 separate projects each day, while planning on attending weekly meetings and daily check-ins with Creative Services Manager and recurring or individual meetings with other team members.
- **Focus:** Ability to remain focused and on task for long periods of time, despite environmental noise.
- **Communication skills:** Ability to communicate verbally and in writing to efficiently provide project updates, discuss concepts, provide solutions, and offer suggestions for improvement on a project's creative approach or messaging.
- **Receptive Listening:** Ability to accept feedback and take solution-based actions to keep projects and professional relationships moving forward.
- **Software:** Proficiency in Adobe Creative Suite (Photoshop, InDesign, Illustrator) is required, as well as basic familiarity with Canva.
- **Strengths:** Strong analytical skills, creative problem-solving and attention to detail.
- **Professional Growth:** Desire to continue building skill set with education and training.

PREFERRED QUALIFICATIONS

- Familiarity with HTML and CSS as well as WordPress website templates/
- Experience with Prospect2 (our primary email marketing platform)
- Fluency with Canva

- Website design expertise
- Photography and/or videography experience
- Working knowledge of Smartsheet project management system
- Prior experience with Tessitura (our CRM and ticketing system)

WORK AUTHORIZATION/SECURITY CLEARANCE

Proof of eligibility to work in the United States.

Criminal, Civil background check will be performed.

An equal opportunity employer/Drug Free Workplace

PHYSICAL REQUIRMENTS

Work Environment

This job operates in a professional, non-profit performing arts theatre. This role operates within the theatre as well as the exterior grounds of the facility.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Must possess strength, stamina, and mobility to perform light to medium physical work; vision to read printed materials and a computer screen and hearing and speech to communicate in person and over the telephone or radio. Finger dexterity is needed to access, enter, and retrieve data using a computer, keyboard, tools and equipment. Incumbents in this classification sit, bend, stoop and reach. Ability to lift 10 pounds is necessary for moving materials when necessary. Candidates must possess the ability to lift, carry, push, and pull materials with assistance and/or the use of proper equipment.

AAP/EEO Statement

McCallum Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

ABOUT THE MCCALLUM THEATRE

McCallum Theatre is a renowned non-profit performing arts theater dedicated to enriching the cultural life of our community through a diverse program of world-class entertainment, education, and community engagement. Our mission is to provide a world-class platform for artists while enhancing the cultural experience for our patrons and supporting our local community. To learn more visit

www.mccallumtheatre.org.

TO APPLY

Please send the following to Dio Perez, Creative Services Program Manager, at dperez@mccallum-theatre.org:

1. Cover letter sharing why you are passionate about this employment opportunity.
2. Current resume
3. Portfolio and or samples of print and digital design work showcasing a wide range of projects that include brochures, signage, mailings, logo design, event branding and/or print advertisements.