

Job Description – Graphic Designer



FLSA Status: Non-Exempt
Work Status: Part-Time
Reports To: Creative Director

COMPANY OVERVIEW

Whitinger Strategic Services is a business development firm that offers a variety of consulting services to help organizations grow in effectiveness, both internally and in the marketplace. Backed by a strong portfolio of business development experience, Whitinger Strategic Services strives to provide organizations with the insight to understand the reasoning, purpose, and desired outcomes of each crucial decision before they are made. We specialize in Strategic Planning, Brand Management and Organizational Alignment. Whitinger Strategic Services LLC is part of the Whitinger group of companies including Whitinger & Company LLC and Whitinger Financial Advisors LLC.

POSITION SUMMARY

Graphic Designers provide valuable assistance in the completion of client projects including, but not limited to annual reports, brochures, print & online ads, flyers, web sites, and social media graphics. Successful candidates for this position must possess creativity and artistic ability to execute outstanding design. They must also possess the analytical, communication and time-management skills to be able to stay organized while managing multiple projects. Attention to detail is a must to insure all work is accurate and complete.

ROLES & RESPONSIBILITIES

- Graphic design for various mediums including print and online
- Web design including the ability to layout web pages and update content
- Ability to expertly prepare artwork files for handoff to printers, developers & clients (this includes knowing how to prepare finished files for printers)
- Working knowledge of print vs. web design, while maintaining brand consistency across all mediums
- Must embrace both collaborative and independent working styles & recognize which method to adopt based on project specifics
- Candidate will have to supply & use their own computer and adobe software

EXPERIENCE & SKILLS NEEDED

- At least one year in a *design* environment.
- Currently enrolled or graduated with a BFA or BA in fine arts, graphic design or related field
- Proficient in Adobe Creative Suite software (InDesign, Photoshop, Illustrator)
- Experience designing & working in Wordpress
- Working knowledge of Social Media (Facebook, Twitter, LinkedIn, Instagram)
- Strong organization and communication skills
- Ability to complete work assignments with attention to detail and accuracy
- Ability to prioritize individual workload
- Ability to support multiple work assignments simultaneously
- Must be comfortable with online project scheduling and time management

IMPORTANT CHARACTERISTICS

Analytical skills

Must be able to look at their work from the point of view of the consumer and examine how the designs they develop will be perceived by the consumer to ensure they convey the client's desired message.

Communication skills

Must communicate with Creative Director and Account Managers to ensure that the designs accurately reflect the desired message and effectively express information.

Creativity

Must be able to think of new approaches to communicating ideas to consumers while developing unique designs that convey a recognizable meaning on behalf of the clients.

Artistic ability

Must be able to create designs that are artistically interesting and appealing to clients and consumers. They produce rough illustrations of design ideas, either by hand sketching or by using a computer program.

Time-management skills

Must be able to work on multiple projects at the same time, each with a different deadline.

POSITION INTERACTS WITH

Graphic Designers will coordinate their work through the Creative Director and have regular contact with Account Managers on specific projects.

PHYSICAL REQUIREMENTS OF THE POSITION

The key physical requirements of this position includes the ability to travel from time to time; lift up to 25 pounds; use of standard office equipment, including personal computers; and movement within a standard office, sometimes with stairs.

WORKING CONDITIONS

Typical work week requires 10-20 hours and hours are flexible. Position requires additional hours when necessary to complete special projects and to meet specific deadlines. Use of equipment includes, but is not limited to: computer, telephone, multi-function printer, scanner, standard office software and select industry specific software.

SUPERVISORY RESPONSIBILITIES

None

COMPENSATION & BENEFITS

This position is part-time and compensation includes a competitive hourly wage plus a flexible work schedule.

The specific statements shown in each section of this description are not intended to be all-inclusive; they represent typical elements and criteria necessary to successfully perform the duties of the job. The requirements listed above are representative of the knowledge, skills, and/or abilities required to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, or national origin. We are also an equal opportunity employer of individuals with disabilities and protected veterans.

THIS JOB DESCRIPTION DOES NOT CONSTITUTE A CONTRACT FOR EMPLOYMENT