

## JOB DESCRIPTION

**Position Title:** Graphic Designer

**Written By:** Sharon Ramsey, Director of Development & Communications

**Position Reports to (Title):** Assistant Director of Development & Communications

**Effective Date:** June 2022

**Department:** Marketing & Communications

**Exempt/Non-Exempt:** Part-time, non-exempt

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### **1. Position Summary**

Reporting to the Assistant Director of Development & Communications, the graphic designer will provide creative consultation and design direction to align with the strategic plans of all aspects of the Gardens, audience development, institutional brand and identity, and results-driven impact visitor engagement, earned income and contributions. The graphic designer will manage production of and create all design elements from concept through implementation.

The graphic designer will be responsible for design, layout and formatting of materials using illustrative, typographic, photographic, and graphic elements. Create visual solutions that ensure that all design solutions reflect Powell Gardens' branding strategy and meets its objectives on time and on budget. The designer will work in collaboration with the development and communication department as well as other garden departments to establish greater visibility for Powell Gardens locally, regionally, nationally, and internationally; fully focus on implementation of the Gardens' communications; to help ensure growth in areas such as rentals, group tours, membership, annual giving, fundraisers, products, and admission. They will be responsible for implementing components of the Strategic Plan as well as being a key collaborator in calendaring, coordinating, and planning for all programming and events at Powell Gardens.

### **2. Essential Functions**

#### **Public Relations/Communications**

1. Work with the Development and Communications Team in evaluation of short and long-term communications objectives and success
2. Develop, manage, and execute creative designs on assigned projects
3. Provide input and insight into policy and process development to better utilize the organization's resources
4. Help to establish visual concepts and design alternatives using appropriate media on brand with Powell Gardens.
5. Works with Assistant Director of Development and Communications to effectively manage the production/print process for assigned projects including quality control through complete review and sign-off of all proofs.
6. Advise and evaluate on impact of long-range planning and new programs and strategies
7. Work with the Development and Communications Team on developing, managing, and monitoring the budget; track justifications, and other documentation; focus on return on investment for every dollar spent
8. Keep abreast of research and trends in graphic design with regards to botanical gardens, fundraising, and non-profit communications
9. Attend internal and external meetings when necessary; prepare regular status reports with particular emphasis on graphic related metrics
10. Prepare for various graphic needs for internal and external constituencies at times including other departments and sponsorships

## **Development**

1. Synthesize the Gardens' graphic messaging to market the Garden's membership program, annual fund, and fundraising events including benefits, communication, cultivation, and growth

## **Technology**

1. Effectively utilize the Adobe Suite (Proficiency in Adobe InDesign, Illustrator, Photoshop, Acrobat Pro, After Effects), and other key software systems to complete projects. Videography experience is a plus.

## **3. Sphere of Responsibility**

This position does not directly supervise staff. However, the graphic designer must oversee many individuals including:

1. Third-party vendors and contacts such as printers, designers, and media
2. Volunteers when necessary

## **4. Internal and External Contacts**

**Internal:** All Powell Gardens employees, volunteers

**External:** Media, Vendors, Donors, Clients, Community

## **5. Consequence of Error**

The graphic designer is a central position relating to all graphics related projects for the Gardens. This position helps to set the tone and tenor of all that is happening at the Gardens and is a "voice" of the Gardens. Failure to successfully execute the duties of this position can result in lost revenue and damaged relationships causing financial hardship on the organization.

## **6. Experience/Education**

<b>Education</b>	A Bachelor's degree in graphics design or related field.
<b>Experience</b>	3+ years of proven experience designing for print and Internet, and portfolio demonstrating ability and proficiencies required.
<b>Knowledge</b>	Strong understanding of how marketing, communication, graphic design and sales inter-connect. Proven problem-solving and planning capabilities Detailed knowledge of printing/graphic arts procedures and terminology. Proficiency and detailed computer knowledge and expert in publishing software, including QuarkXpress, Adobe Photoshop, InDesign and Illustrator. Familiarity with Internet technology including coding/scripting for HTML, PDF animation. Highly familiar with PC and cross-platform compatibility issues. A mature level of judgment and decision-making in a changing, fast-paced, future-thinking and visitor-centric environment In-depth knowledge of managing design projects from start to finish including, but not limited to, the designing, implementing, and packaging files for use across multiple mediums (print, digital, etc.)
<b>Communications</b>	Speak, listen, and write in a clear, thorough, and timely manner Diplomatic and professional Transparent and factual
<b>Core Competencies</b>	<b>Action- Oriented and Nimble Learning</b>

Readily acts on challenges, without unnecessary planning; identifies and seizes new opportunities; displays a can-do attitude in good and bad times; steps up to handle tough issues; learns quickly when facing new situations; experiments to find new solutions; takes on the challenge of unfamiliar tasks; extracts lessons learned from failures and mistakes

**Balances Stakeholders**

Understand internal and external stakeholder requirements, expectations, and needs; balances the interests of multiple stakeholders; considers cultural and ethical factors in decision-making process; acts fairly despite conflicting demands of stakeholders

**Builds Networks**

Maintains relationships across a variety of functions and locations; draws upon multiple relationships to exchange ideas, resources, and know-how; consults with a wide network of internal and external connections; connects the right people to accomplish goals, works through formal and informal channels to build broad-based relationships and support

**Collaborates**

Models collaboration across the organization; facilitates an open dialogue with a wide variety of contributors and stakeholders; represents own interests while being fair to others and their interests; credits others for their contributions and accomplishments; promotes high visibility of shared contributions to goals

**Cultivates Innovation**

Moves beyond traditional ways of doing things; pushes past the status quo; continually assesses the market potential of an innovative idea or solution; finds and champions the best creative ideas and actively moves them into implementation; tries multiple varied approaches to innovative ideas; builds excitement in others to explore creative options

**Drives Results**

Has a strong bottom-line orientation – sets aggressive goals and high standards; persists in accomplishing objectives despite obstacles and setbacks; has a track record of exceeding goals successfully; pushes self and helps others achieve results; pursues everything with energy, drive, and the need to finish

**Drives Vision and Purpose and Strategic Mindset**

Sees the big picture, constantly imagines future scenarios, and creates strategies to sustain competitive advantage; is a visionary and able to articulately paint credible pictures and visions of possibilities and likelihoods; formulates a clear strategy and maps the aggressive steps that will clearly accelerate the organization toward its strategic goals; talks about future possibilities in a positive way; creates milestones and symbols to rally support behind the vision; articulates the vision in a way everyone can relate to creates organization-wide energy and optimism for the future; shows personal commitment to the vision

**Interpersonal Savvy**

Relates comfortably with people across levels, functions, culture, and geography; acts with diplomacy and tact; builds rapport in an open, friendly, and accepting way; builds constructive relationships with people both similar and different to self; picks up on interpersonal and group dynamics

**Managing Change & Improvement**

Measures effectiveness in initiating changes; adapts to necessary changes from old methods when they are no longer practical; identifies new methods and generates improvement in the organization's performance

	<p><b>Manages Complexity</b> Asks the right questions to accurately analyze situations; uncovers root causes to difficult problems; evaluates pros and cons, risks, and benefits of different solution options; readily distinguishes between what's relevant and what's unimportant to make sense of complex situations; analyzes multiple and diverse sources of information to define problems accurately before moving to solutions</p> <p><b>Manages Conflict</b> Step up to conflicts, seeing them as opportunities; asks questions and listens closely to all issues presented; finds common ground and drives to consensus, ensuring that all feel heard; defuses high-tension situations effectively</p> <p><b>Optimizes Work Processes</b> Designs processes and procedures that allow managing from a distance; seeks ways to improve processes, from small tweaks to complete reengineering; separates and combines tasks into efficient and simple workflow; thinks about the whole system, focuses efforts on continuous improvement; identifies and seizes opportunities for synergy and integration</p> <p><b>Plans and Aligns</b> Contributes to key results through execution of job duties; makes sound and timely decisions related to job duties; consults others when appropriate; suggests ways to do the job better</p> <p><b>Situational Adaptability and Decision Quality</b> Picks up on situational cues and adjusts in the moment; readily adapts personal, interpersonal, and leadership behavior; understands that different situations may call for different approaches; can act differently depending on the circumstances: Makes sound decisions, even in the absence of complete information; relies on a mixture of analysis, wisdom, experience, and judgment when making decisions; considers all relevant factors and uses appropriate decision-making criteria and principles; recognizes when a quick 80% solution will suffice</p> <p><b>Tech Savvy</b> Anticipates the impact of emerging technologies and makes adjustments; readily learns and adopts new technologies; continually scans the environment for technology breakthroughs; experiments with a wide range of existing technologies while applying new and emerging options that can enhance organizational outcomes; encourages others to learn and adopt new technologies</p>
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**7. Work Environment/Physical Requirements**

This position is part-time, approximately thirty hours per month. A schedule will be established during the hours of Monday through Friday, between 8 am to 5 pm. Employee must be willing to work longer hours as projects and deadlines require. Must be available to work as required at events or programs. Travel to off-site meetings as required. Able to remain in a stationary position up to 50% of the time; move about inside the office to perform normal duties; move throughout a multi-facility work location.

**Disclaimer Statement:**

*Every effort has been made to make your job description as complete as possible. However, this position description in no way state or implies that these are the only duties to be performed by the*

*employee occupying this position. Employees will be required to follow any other job-related instructions and to perform any other duties requested by their department supervisor.*

Accepted By: \_\_\_\_\_ Date: \_\_\_\_\_