



FREDERIK MEIJER Gardens & Sculpture Park

JOB POSTING – GRAPHIC DESIGNER

Department: Communications

Supervisor: Communications Creative Manager

Pay Type: Full Time, Hourly, Non-Exempt

Date Posted: July 29, 2021

Position Summary: The Graphic Designer creates, produces and/or publishes a wide variety of projects for Frederik Meijer Gardens & Sculpture Park in print and/or digital format including but not limited to: collateral materials, invitations, publications, signage, social media graphics and website content. This position is responsible for conceptualizing and implementing Annual Horticulture Exhibition designs, signage and animated projection. Position provides imaging services for public relations, advertising, promotions and digital media. The Graphic Designer's output must also help define, support and maintain the Frederik Meijer Gardens & Sculpture Park brand and mission.

The Graphic Designer coordinates and manages assigned project tasks as determined by Communications Creative Manager and Director of Communications, including brand standards, timelines, goals and objectives. They must work effectively in a team environment and embrace the Communications workflow process, as well as collaborate and develop advertising and promotional design elements that align with exhibition and image campaign strategies. This position involves working effectively with others to facilitate approvals. Responsible for editing, creating and uploading online content as needed.

Essential Functions:

- Create, design and art-direct advertising and promotional materials from concept through project completion
- Develop successful campaigns and projects through team-oriented brainstorming, using common, branded messaging and creative input meetings
- Manage all aspects of illustration, retouching, digital asset creation and photo direction
- Develop projects in a timely, fast-paced team environment
- Adhere and adapt to evolving workflow process
- Provide superior attention to graphic and copy standards, including grammar and spelling
- Maintain high standard of design and communications excellence
- Organize and maintain searchable archives of all assets, both physical (samples) and digital files (PDFs)
- Assist with digital content updates to current Meijer Gardens website
- Actively participate in team production/project meetings and embrace Communications process tools
- Timely completion of assigned projects as planned and coordinated by Director of Communications, Communications Creative Manager and the Editor & Project Manager
- Actively participate in exhibition meetings and other ad hoc departmental/project development meetings
- Provide reports and designed information at the direction of Communications Creative Manager, Director of Communications, and/or President & CEO
- Create donor opportunity pitch materials
- Other related duties as assigned by supervisor

Organizational Expectations:

- A flexible and collaborative culture is important. Other duties may be assigned within the department as well as across the organization.
- Embrace and adhere to Meijer Gardens' mission, brand statement, operating model, policies, procedures, and guiding principles with a strong emphasis on professional behavior and the treatment of others with dignity and respect
- Embrace the fact we are a non-profit institution that serves the public and that you will work with a broad and diverse group of employees, volunteers, members, and guests

Education and qualifications preferred:

Education: Bachelor of Arts degree or equivalent experience

Experience: 3+ years of industry experience in graphic design

Skills/Knowledge/Licenses: Strong print, digital production and creative asset preparation skills required. Guest-centered accountability, attention to detail, confidentiality, cooperativeness and timeliness are critical.

Advanced computer knowledge across all platforms is essential. Superior command of software applications: MS Office 365, Adobe Creative Suite, and project management software solutions. Web/digital design and digital asset archiving skills are a plus.

Working Conditions:

Office environment; occasional assignment to off-shift and off-site duties. Must be able to operate computers, printers, and other office equipment as necessary. Basic mobility is expected in office, grounds, and exhibition areas. Ability to lift up to 10 pounds frequently and up to 25 pounds occasionally.

If you are interested in working for one of West Michigan's premier cultural institutions with a highly motivated team...
send your cover letter and resume to hr@meijergardens.org or apply online at <http://www.meijergardens.org/contact/careers/>.

Frederik Meijer Gardens & Sculpture Park is an Equal Opportunity Employer.

All candidates are required to submit to our background and drug screening process.

Frederik Meijer Gardens & Sculpture Park promotes the enjoyment, understanding and appreciation of gardens, sculpture, the natural environment and the arts.