



Job Title: **Graphic Artist**
Department: Marketing
Reports to: Marketing Director
Supervises: N/A
FLSA Status: Non-Exempt
Pay Grade: 5
Job Classification: Specialist V

OVERVIEW:

The Hussey-Mayfield Memorial Public Library has a long history of providing innovative, life-enriching services to the growing communities of Zionsville and Whitestown, Indiana. Our staff embraces cutting-edge technologies, develops modern amenities, and offers personalized, up-to-date services. We promote collaborations and foster knowledge and entertainment throughout the community.

We are an Equal Opportunity Employer.

JOB SUMMARY:

The Graphic Artist develops and creates professional designs and art for internal and external Library promotional and peripheral materials (print and digital). This may include developing logos and art for branding projects, events, services, special promotions, newsletters, ads, flyers, bookmarks, social media, website, outreach, internal forms, signage and labels. Communicates and interprets client /staff desires and needs to produce effective and appropriate materials.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Discusses, strategizes and helps plan initiatives for promoting the Library effectively.
- Creates and maintains a professional and consistent brand to public.
- Researches, designs and creates original art and/or manipulates or updates existing art, forms, labels, signage, etc.
- Designs and formats layout for Library newsletter.
- Keeps community bulletin board updated.
- Works with the Library's webmaster in the development and refinement of website design and artwork.
- Designs displays and helps install display work, as needed.
- Effectively manages all work emails by replying to requests in a timely manner.
- Prioritizes multiple projects efficiently.
- Works independently as well as collaboratively with the Marketing Team.

NON- ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Designs and creates signage, researches materials and styles, and helps with installation as needed.
- Takes effective product and event photographs.
- Produces free hand illustrations/drawings.

- Produces and edits marketing copy.

EDUCATION, WORK EXPERIENCE REQUIREMENTS & PREFERENCES:

- Required: Bachelor's degree in Graphic Design
- Required: 2 to 4 years' experience in Graphic Design or a related field.
- Required: Proficient to expert skill sets in Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat)
- Required: Proficient in Microsoft Office tools (Word, Excel, PowerPoint, Publisher)
- Required: Ability to produce art for both print and digital production
- Preferred: Marketing and Copywriting background

The intent of this job description is to provide a representative summary of the major duties and responsibilities of the position. There may be other duties as assigned.

PHYSICAL DEMANDS:

- **Frequently:** reading, writing, eye-hand coordination, standing, sitting, squatting, bending, pushing, and pulling
- **Rarely:** driving, climbing, crawling, lifting items 15- 20 pounds, sitting for extended periods.

To perform this job successfully, the job candidate must be able to perform each essential function satisfactorily, either with or without a reasonable accommodation.