Graphic Designer

Bernheim Forest and Arboretum, a 16,000+ acre protected forest in Kentucky, about 25 miles south of Louisville, is seeking a creative graphic designer to join our marketing team. The successful candidate will assist in creating visual content that tells the organization's story with compelling graphics across a variety of platforms.

Bernheim is home to a 600-acre, Level IV accredited arboretum. The natural landscape features 40+ miles of hiking trails and extensive natural areas managed for conservation and research purposes. Its woodlands, prairies, and wetlands make up the largest privately-owned forest in the Eastern United States dedicated to education and conservation. Bernheim is a privately owned not-for-profit, relying on donations and memberships, whose mission is to connect people with nature. Annually, over 300,000 people experience Bernheim through visits, educational programs, field trips, and Bernheim festivals.

Bernheim's Graphic Designer creates visual content and marketing materials that support the organization's mission, events, and campaigns. This role supports the marketing team and helps maintain brand consistency across multiple platforms.

Essential Duties/Responsibilities

- Create visual content for print and digital platforms, including web and social media.
- Create materials to support various campaigns and events, including on-site signage, flyers, and additional materials.
- Assist in capturing and editing video content for digital channels
- Maintain brand consistency across all designs.
- Collaborate with marketing team and staff members across the organization to understand project requests; developing a clear understanding of the project to be designed including materials and installation methods to be used.
- Provide timely proofs for team members to review.
- Prepare production-ready art files to vendors.
- Assists with photography requests and helps maintain photo library.
- Assists with on-site distribution of signage and additional requested materials.
- Performs other duties as assigned.

Experience and Expectations

- Associate or bachelor's degree in graphic arts or related field, or equivalent experience.
- Proficiency in Adobe Creative Suite, including Photoshop, Illustrator, and InDesign.
- Experience in Microsoft Office Suite, including Teams or willingness to learn.
- Experience with Adobe Premiere or other video editing software
- Strong foundation in typography, layout, and visual composition.
- Experience creating graphic designs, video content, and other digital assets for social media, and other communication outlets.
- Excellent organization, project management, and time management skills.
- Ability to manage multiple priorities with attention to detail and flexibility.

- Be a strategic thinker with a strong understanding of brand identity and user experience design.
- Possess an awareness of current trends in design and how those trends apply to the organizational setting.
- Excellent verbal and written communication skills, as well as critical thinking and problem-solving skills.
- Ability to work well both independently and collaboratively.
- Excellent communication and presentation skills.

To apply and for more information:

Please send all inquiries and resumes to: HR@bernheim.org.
This full-time, hourly position reports to the Director of Marketing and Communications.
Pay rate: $19-$23/hr.
Competitive benefits package includes health/vision/dental insurance, retirement 403(b) match benefit and paid sick, holiday, and vacation leave.

Bernheim Forest and Arboretum is proud to be an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We recruit, employ, train, compensate, and promote without regard to race, color, national origin, creed, religion, sex, gender identity, sexual orientation, marital status, parental status, disability, age, veteran status, or any other status protected by law.