

GREATER MADISON CONVENTION & VISITORS BUREAU
615 E. WASHINGTON AVENUE > MADISON, WI > 53703

WWW.VISITMADISON.COM

JOB DESCRIPTION

Production Artist/ Graphic Designer

Job Title: Production Artist/Graphic Designer

Objective The Production Artist/Graphic Designer is responsible for providing production services and graphic design for organization marketing and communication projects. This entails producing materials including, but not limited to, print advertising, collateral, stationery and business cards, event invitations and signage, posters, web media, outdoor media and presentations with some graphic design projects in the mix.

Department: Marketing

Supervisor: Director of Marketing

Indirect Reports: N/A

Job Classification: Coordinator, Non-Exempt, Part-time average 20-24 hours/week

Work Site Location: Corporate Office

Revised: March 2017

Responsibilities*

- Collaborate with Graphic Designer to prioritize and align project duties and responsibilities.
- Collaborate with Marketing Coordinator, Sr. Sports Marketing Manager, Director of Marketing and other internal clients on final design of print, online and presentation materials
- Collaborate with Directors of Marketing and PR/Communications to brainstorm content themes and provide visual assets to support content development.
- Take concepts generated by Graphic Designer and execute through production for GMCVB and MASC marketing materials.
- Ensure all materials and creative developed uphold the brand standards as delineated in the Brand Standards Guidelines.
- Leverage organization's project management tools, standards and practices for time management and timely delivery of projects. Includes Creative Brief, Work Orders, Ace Project or other project management software, Department Timelines.
- Coordinate all pre-production work and prepare appropriate files/materials for printers/vendors.
- Solicit vendor bids; manage relationships with vendors throughout the creative and production process.
- Work closely with Director of Marketing to plan and provide direction for photo shoots; import, organize and maintain GMCVB and MASC photos and graphics using Digital Asset Management system (Portfolio).
- Support the Director of PR/Communications in providing images for events, calendar and Visitors Guide.
- Work closely with Director of Marketing to manage workload including project scoping, time management, and project scheduling.
- Support GMCVB and MASC websites, emails and app by preparing campaign assets as directed by Director of Marketing and Marketing Managers.
- Perform other duties as assigned by the Director of Marketing.

**The above is intended to describe the general content of and major responsibilities for performance of the position. It is not intended to be an exhaustive statement of job duties or requirements.*

Education and Experience Required

- Requires a minimum of Associates Degree in Graphic Design, Bachelors preferred
- Demonstrated knowledge of pre-production processes for print and other advertising media
- Requires minimum 12-18 months in a production artist or graphic design position
- Photography experience a plus
- Data Asset Management and photo library software experience strongly preferred
- Portfolio demonstrating creative excellence in a variety of formats and media
- In-depth knowledge of photo sizing, scanning, cropping and color correcting processes
- Proficiency in InDesign, Adobe Illustrator, Photoshop, and Microsoft Office Suite (Word, PowerPoint, Outlook, Excel) within a PC based platform

- Familiarity with postal regulations that impact direct mail design

Skills and Abilities Preferred

- Demonstrated skill in concept development
- Demonstrated design, typography and layout skills
- Ability to create web-ready graphics for e-marketing and website
- Strong organizational skills
- Demonstrated ability to work collaboratively with internal and external clients
- Ability to manage professional relationships with vendors and photographers
- Ability to translate marketing objectives into effective creative concepts
- Ability to maintain an organized file and photo archiving system
- Ability to work under tight deadlines and work independently, experience managing a production schedule
- Ability to prioritize work, and juggle multiple projects
- Ability to be flexible and think creatively to meet client needs

Accountabilities

- Deliver brand right marketing on time and on budget for all clients

Physical Demands

While performing the duties of this job, the employee is required to sit at a desk and computer for long periods of time, is occasionally required to stand; use hands to finger, handle or feel; reach with hands and arms; stoop, kneel, crawl and/or crouch. May be requested to lift materials of up to 35 lbs. Specific vision abilities required include reading computer screen and written documents; close vision, color vision and ability to adjust focus. Communicate effectively via verbal, audible and written means.

Work Environment

Heated and air conditioned open office environment (cubicles). Noise level is usually low to moderate. May be required to occasionally travel and work off site for training, special projects and Bureau supported functions.

Reasonable Accommodation

It is the policy of the GMCVB to provide reasonable accommodations to qualified individuals with a disability who are applicants for employment or employees to perform the essential functions of the job.

The GMCVB is an Affirmative Action/Equal Opportunity Employer.