JOB DESCRIPTION:

Job Title: Graphic Designer  
Department: Content Graphics  
Reports To: Audience & Community Administration  
Classification: Regular Full-time  
FLSA Status: Non-Exempt Union (Hourly)  
Work Location: Colchester  
Out of State Remote Option: Yes  
Cellular Phone Eligible: No  
Prepared Date: April 2022  

SUMMARY  
The Graphic Designer is the in-house expert when it comes to composition, typography, color, and brand execution. The Graphic Designer fields requests and creates assets for all departments at VPR/Vermont PBS. Projects include but are not limited to promotions and ads, fundraising materials, social media assets, digital content, on-air brand elements, printed collateral, and branded material creation. The Graphic Designer has a critical eye, is self-motivated and can work collaboratively as a member of a larger team.

ESSENTIAL FUNCTIONS

1. Work within the framework of schedules, deadlines, and available resources to deliver completed materials on time and on brand.  
2. Manage multiple projects with accuracy and attention to detail.  
3. Strong grasp on graphic fundamentals, layout, color, and typography.  
4. Adheres to a high standard of database, project, and file organization.  
6. Confident working with all industry standard file types and delivery methods.  
7. Familiarity with technical requirements of popular social and web platforms.  
8. Experience with commercial printers and an understanding of their best practices.  

DUTIES AND RESPONSIBILITIES

- Maintain, alter, and improve processes around request forms and project prioritization.  
- Cross departmental collaboration and coordination in the creation and delivery of materials.  
- Work with Director of Marketing & Audience Engagement to prioritize projects and new requests.  
- Services the Content dept. with the creation of titles, lower thirds, credits, data interpretation, logo design, and sub-brand development.  
- Services the Audience and Community dept. with the creation of digital ads, paid media, social content, event promotion, style guides, web tiles, and banners.  
- Services the Development dept. with the creation of digital, print, and on-air fundraising assets.  
- Consults on larger organizational initiatives and brand identity work.
• Other duties as assigned.

EXCELLENCE IN THIS ORGANIZATION

1. A high level of commitment and dedication to the mission of the organization and public media.
2. Ability to cultivate and develop inclusive and equitable working relationships with co-workers and audience, supporting and enhancing a culture of belonging.
3. Preserving confidentiality appropriately.
4. Serving as an excellent ambassador for the organization, both formally and informally. Helping audience, donors and community members connect with the organization.
5. Facilitating excellent communications across departments, among employees, and with the public. Fostering open and candid relationships with VPR/Vermont PBS's audience, donors and community members. Managing conflict constructively.
6. Demonstrating a commitment to the continuous improvement of the organization’s ability to fulfill its mission and vision. Demonstrating and encouraging creativity and enthusiasm for this work.
7. Expressing consistent and high-performance expectations for themselves, their department, the organization’s leadership and the organization itself.
8. Developing a broad understanding of the organization’s departments, programs and services sufficient to assist audience members and donors, collaborate effectively with peers, ensure respectful communication and teamwork among departments.

SUPERVISORY RESPONSIBILITIES: No direct reports.

POSITION REQUIREMENTS

Education and Experience
College degree preferred. Minimum of three years of experience creating graphics. Technical competency operating both Mac and PC computers is a must. Thorough understanding of the Adobe Creative Cloud suite of software including After Effects, Photoshop, Illustrator, and InDesign is required. A basic understanding of non-linear editing, video codecs, and media management software is necessary.

WORKING CONDITIONS
Perform work location in a climate-controlled office environment, where exposure to conditions of extreme heat/cold, poor ventilation, fumes, and gases is very limited. Noise level is moderate and includes sounds of normal office equipment (computers, telephones, etc.). No known environmental hazards are encountered in the normal performance of job duties.

Physical Demands
Work involves standing and walking for brief periods, bending, and filing, but performs most duties from a seated position. There is potential for eyestrain from reading detailed materials and computer screens. Deadlines, workloads during peak periods, and changing priorities may cause increased stress levels. Work requires finger dexterity and eye-hand coordination to operate computer keyboards at a moderate skill level. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Please note: This is not an all-encompassing statement of this position’s responsibilities. While it attempts to be comprehensive, new responsibilities may be assigned to this position at any time.
VPR/Vermont PBS is a proud equal-opportunity employer. We work diligently to recruit a broad pool of candidates and to hire and promote qualified individuals whose personal experiences, characteristics, and talents reasonably reflect the diversity of the communities served by VPR/Vermont PBS. Our equal employment opportunities apply to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training. We encourage applications from women, minority groups, veterans, and people with disabilities.