

# EAST JOB DESCRIPTION

**JOB TITLE:** Designer  
**DEPARTMENT:** Operations  
**REPORTS To:** Senior Director of Operations  
**FLSA STATUS:** EXEMPT  
**PREPARED BY:** Melanie Ridlon  
**PREPARED DATE:** July 1, 2016  
**Approved By:** Matt Dozier  
**APPROVED DATE:** July 1, 2016

**SUMMARY:** This position will design and execute visual and creative assets for digital and print projects including websites, marketing campaigns, events, social media, e-blasts, and other print communications. The Designer will monitor trends and feedback to develop recommendations for how to improve our existing marketing efforts and websites. The position demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs, and deadlines.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Design and create the layout and visuals for all EAST electronic and print communications for events, social media, quarterly magazine, e-blasts, apparel, banners, and more.
- Organize all graphics so they are easily accessible
- Manage the organization's graphical brand and implementation of its use that is consistent across all EAST Communications
- Collaborate across the business to solve complex problems with elegant and always on-brand solutions.
- Other duties as assigned

## **SECONDARY DUTIES AND RESPONSIBILITIES:**

- Work with staff and committees to plan and deliver the Annual Conference and other events
- Provide support in the development of the front-end user interface of all EAST web sites using HTML, JavaScript, CSS, etc.
- Support EAST print related negotiations and purchasing as applicable to related projects.
- Stay up-to-date with current technology, tech news, and industry standards for design and development.

## **Requirements:**

- 3-5 years of experience in designing visuals for both print and websites
- Experience with responsive design and mobile/web interfaces
- Strong conceptual thinking and design skills with great attention to detail
- Extensive knowledge of Adobe Creative Suite (PhotoShop, InDesign, Illustrator, Fireworks)
- A portfolio that demonstrates outstanding visual design and UX sensibilities
- Proficient knowledge of the aesthetics of website and print layout and design
- Ability to work in fast-paced environment, meet deadlines and collaborate with teams across the organization
- Ability to train students on front-end design and graphic design technologies a plus
- Basic knowledge of the technical tools necessary to execute developed content
- Ability to make independent decisions and take calculated risks
- Must be extremely detail-oriented and able to make sound decisions
- Must have a current, unrestricted driver's license
- Must have the ability to travel overnight

## **SUPERVISORY RESPONSIBILITIES:**

- None

**EDUCATION AND EXPERIENCE:**

- High school diploma or equivalent
- Postsecondary accreditation or equivalent preferred (2 year degree or diploma / 4 year degree, specific certifications or accreditations in field)
- Basic understanding of ASP.net (preferred)

**LANGUAGE SKILLS:**

- English language: including punctuation, spelling, grammar, and writing technique
- Excellent written and verbal communication skills

**REASONING ABILITY:**

- Ability to problem solve using deductive reason skills in a timely manner

**MATHEMATICAL SKILLS:**

- Basic skills including but not limited to addition, multiplication and division of whole numbers, decimals and fractions

**PHYSICAL DEMANDS:\***

- Ability to occasionally lift 35 pounds
- Ability to drive a car
- May frequently be required to stand, walk, use hands, reach, stoop, kneel or bend, talk, or hear

\*Requests for accommodation need to be directed to Human Resources.

**WORK ENVIRONMENT:**

- Quiet to moderate noise level
- Fast paced and positive

---

Signature

Print Name

Date