



Crow Canyon Archaeological Center Job Description

Position Title: Graphic Design Specialist
Status: Non-Exempt
Employment Category: Full Time
Reports to: Director of Marketing and Sales
Revised & Approved: 11/21/2016 – ja/dlf

Position Summary:

The Graphic Design Specialist is responsible for design and production of a variety of print and digital publications that communicate and market the mission, programs, and the brand of the Crow Canyon Archaeological Center. Working collaboratively with staff members in the marketing and sales department, as well as with content providers in other departments, the person in this position creates, modifies, and updates graphics including photographs, maps, and illustrations. The person in this position serves as print production manager and manages digital assets of the department, including the image database.

The graphic design specialist is responsible for project management using a high degree of initiative and independent judgment in planning to ensure that final products are of consistently high quality, meet Crow Canyon's design standards, and communicate our brand identity. The graphic design specialist works in a PC environment.

Education and/or Experience:

B.A. or B.F.A. in graphic design and three years of graphic design experience, or an equivalent combination of education and experience. Experience working for a not-for-profit organization preferred. Coursework or experience in video and motion graphics would be a plus. An online portfolio of work is required for the interview.

Essential Duties and Responsibilities:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Provides design and production services for a variety of print and digital communications, including marketing and development materials such as ads, brochures, posters, postcards, flyers, newsletters, fund-raising appeals, and an annual report
- Collaborates with staff (including content providers in archaeology, education, American Indian initiatives, cultural explorations, and development) on the design and production of publications and individual graphics such as illustrations and maps, for use in print and on various digital platforms
- Provides design and production services for internal and external communications materials such as letterhead, envelopes, forms, and signage, as needed
- Maintains and edits images on Crow Canyon's website using a Joomla content management system
- Manages all aspects of print production, including analyzing production requirements, obtaining bids, negotiating prices, setting schedules, providing

digital files, checking proofs, and accepting final deliverables; ensures high quality and on-time production

- Coordinates with Crow Canyon staff, printer, and mail house to ensure that brochures, postcards, and other mail pieces meet U.S. Postal Service mail piece standards and are mailed on time
- Collaborates with marketing and sales department staff in the development of the brand strategy for the Center; provides recommendations on brand stewardship to ensure the proper implementation of branding guidelines and graphic standards
- Takes photographs of people and activities, as needed, and arranges for the occasional outsourcing of photography for special needs (such as field shots and artifact photography)
- Produces high-quality photos using skills such as photo editing, color correction, and illustration
- Responsible for photo acquisition from various sources, including professional photographers and stock agencies
- Manages the digital images database; enters images and associated data, including photographer credit, copyright status, keywords, description, and staff approvals
- Assists staff in retrieving photos from the digital images database and helps them understand protocols related to the use of images
- Takes original video footage and/or uses raw video footage from outside sources to create, edit, and produce videos for various platforms and social media channels
- Maintains a manual for Crow Canyon's visual identity and design standards
- Prints materials for on-site use and ensures that sufficient quantities are available for staff use; stores final files in common area on F drive for staff use, ensuring that files are up-to-date and of high quality
- Manages on-site resources, including printer and paper supplies
- Manages physical archives of artwork, photographic prints, slides, negatives, and CDs; maintains paper and digital archives of projects
- Documents the steps and procedures used to produce print and digital communications
- Documents resource use to assist the department director in planning and budget development
- Participates in organization-wide meetings, activities, and training

Knowledge, Skills, and Abilities:

- Advanced graphic design knowledge and skills
- Expert user of Adobe Creative Suite 6 (InDesign, Photoshop, Illustrator, Bridge) and Adobe Acrobat
- Proficient in digital photography
- Knowledge of photographic databases (such as Extensis Portfolio)
- Proficient in videography and video editing with Adobe Premiere Pro
- Proficient in MS Office (Word, Excel, and PowerPoint)
- Intermediate knowledge of HTML and web content management systems such as Joomla; Flash would be a plus
- Intermediate Internet skills
- Critical eye for detail and ability to produce accurate, high-quality work

- Adaptable and flexible person who enjoys working with people and is a good collaborator and team member
- Strong project management, organization, and verbal and written communication skills
- Manages own time well; can manage several projects at a time, and produces work within an established time frame
- Keeps up-to-date on current technologies related to print and digital publication design and production

Physical Demands:

The employee is occasionally required to:

- Lift and/or move up to 25 pounds
- Sit for long periods of time to perform the activities of this job
- Be physically fit to complete the essential duties of the job
- Work evenings and weekends as needed

Specific vision abilities required by the job include:

- Close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

Certificates, Licenses, and/or Registrations:

- Valid driver's license if required to drive.
- Background check upon hire.
- Must be insurable by Crow Canyon's automobile liability carrier upon hire and while employed in this position if required to drive
- Complete transportation-related training
- Current physical exam and health history completed by a licensed medical health care professional

Note: This is a general description of the kinds of duties and responsibilities that are performed by employees who have this title. It shall in no way be construed as an all-inclusive determination of the specific duties and responsibilities of any particular position. It is not intended in any way to limit the right of any supervisor to assign, direct, and control the work of employees under his or her supervision.