



POSITION DESCRIPTION

POSITION TITLE: **Graphic Designer – Part Time**

PRIMARY RESPONSIBILITY: Under the supervision of the Communications & Marketing Director, the Graphic Designer is responsible for designing collateral material and assisting in branding Institute on Aging as an all-inclusive organization.

REPORTING RESPONSIBILITY: Communications & Marketing Director

SUPERVISE: None

EXEMPT STATUS: Non-Exempt

WORKING PATTERN: Part Time (24 hours/week)

UNION STATUS: Non Union

QUALIFICATIONS & EXPERIENCE:

- At least two (2) years experience in marketing and branding products, **mandatory**
- **Required:** PC literate, with strong knowledge Adobe CS4 Suite, which includes **all** of the following: Photoshop, Illustrator, InDesign and Dreamweaver. Also knowledgeable in Microsoft Outlook, Word and PowerPoint (2003 or higher).
- Online graphic design is a plus, along with experience being able to edit websites manually (HTML, CSS).
- Excellent verbal and written skills.
- Detail oriented; good graphical “eye,” and good copy-edit skills for proof reading.
- Able to work with others and to interface with the public.
- Community oriented; interest in working on issues of aging.
- Ability to lift 15 lbs.

EDUCATION:

- **Required:** Graduate of an accredited college with a BA/BFA or equivalent degree.

ESSENTIAL RESPONSIBILITIES:

- Brainstorm creative strategy for organizational & program marketing campaigns (print/web/social).

- Design/produce print collateral, advertisements, email campaigns, and landing pages.
- Ensure branding consistency among all IOA programs.
- Place insertion orders, and ensure artwork is submitted correctly.
- Work closely with Development Department on annual fundraisers and presentations to Board of Directors.
- Update monthly newsletters, overseeing creative strategy, tone, and personality. Responsible for non-program specific content.
- Assist in content updates for external/internal websites and micro sites. Continually improve functionality.
- Design and help produce new websites and/or micro sites as needed.
- Pitch in as a team member when needed.

Institute on Aging reserves the right to revise job descriptions or work hours as required.

Print Name: _____

Signature: _____

Date: _____