

# Graphic Design Specialist

Are you a creative and passionate graphic specialist who wants to motivate and inspire those who view your work? Do you like knowing that your role will positively impact families in your community? If you thrive in an environment that is fast-paced, team-oriented and every day brings you a new opportunity to flex your talents, then Kalamazoo Public Library (KPL) invites you to join our Marketing & Communications team! KPL is not only the cornerstone of Kalamazoo, but is also recognized as a leader in innovation and exemplary service among public libraries across the country. Your role as Graphic Specialist will help grow KPL's legacy through the creation of dynamic and memorable imagery.

**Position Summary:** The graphic specialist is responsible for translating marketing strategies into innovative, creative design promotions geared towards library patrons of all ages under the supervision of the Marketing & Communication Manager.

The graphic design specialist understands key library target audiences and makes strategic use of typographic, photographic, illustrative, and graphic elements to resonate with library patrons and drive desired results. Responsibilities include the development of layouts and imagery used in a variety of creative projects, including brand identity, promotions, collateral, and event promotions.

## **Duties and Responsibilities**

1. Develops the visual articulation (style and tone) of brand strategy, initiatives, objectives and goals through best-in-class design solutions for the library's print and digital promotional and informational materials and wayfinding signage.
2. Applies brand style guide elements, including logo, product branding, typography, packaging, photography and promotional materials, ensuring consistency with brand positioning, ADA recommendations and library DEI strategic goals.
3. Collaborates with marketing team and library staff to generate conceptual ideas; presents creative concepts and best design practices.
4. Evaluates creative requests to ensure information is understood and actionable prior to executing design work.
5. Communicates with internal customers with status updates throughout the production process utilizing KPL's internal ticketing system.
6. Prepares final assets according to specific print production guidelines at high levels of accuracy, efficiency and replication.
7. Provides evaluation and recommendations for improvement of marketing and creative processes.
8. Maintains archives of digital files.
9. Performs special projects and other duties as assigned.
10. Participated in departmental meetings, library-wide committees, and training opportunities.

## **Professional Competencies**

1. **Job Specific Knowledge and Skill:** Acquires and applies knowledge, skills and experience to accomplish results.
  - Demonstrated proficiency Adobe Creative Suite products including Photoshop, Illustrator, and In Design, Microsoft applications, and Word Press.
  - Demonstrates understanding of current best design practices, theories, and processes.
  - Demonstrates evidence of strong organizational ability.
  - Demonstrates evidence of strong proofing and editing ability.
  - Demonstrates knowledge of print production guidelines.
  - Demonstrates proper organization and management of archived materials.
  - Demonstrates a strong attention to detail.
2. **Attendance/Punctuality:** Demonstrates reliability by arriving to work, meetings and appointments on time. Adjusts schedule and remains flexible to meet changing work needs and demands.
3. **Organizational Support/Ethics:** Contributes to the improvement and success of the Library system. Assists in setting, supports, and contributes to Library goals, objectives and mission statement. Maintains a high degree of ethics, integrity and confidentiality.

4. **Customer Service:** Demonstrates strong public service orientation. Represents the library professionally when dealing with staff, managers, vendors, colleagues and members of the public. Anticipates and meets the needs of both internal and external customers.
5. **Quality:** Provides high quality services, processes, and programs while consistently seeking ways to improve outcomes and enhance services.
6. **Communication skills:** Conveys ideas and facts using language appropriate to the audience and situation.
7. **Accountability:** Takes personal responsibility for the quality and timeliness of work, and achieves results with little oversight.
8. **Flexibility/Adaptability:** Performs a wide range of tasks, responds to change in directions and priorities and accepts new challenges, responsibilities and assignments.
9. **Technology skills:** Demonstrates up-to-date computer and technology skills necessary for effective communications, completion of job responsibilities and provision of quality customer service.
10. **Professional development:** Pursues professional development and continuing education opportunities throughout their career.
11. **Project Management:** Structures and directs others' work on projects or programs. Demonstrates proficiency in project management in order to initiate, facilitate, conclude and evaluate projects with efficiency and effectiveness

### **Minimum Qualifications**

- Two years' experience as a graphic designer working in or with a marketing department.
- Demonstrated proficiency Adobe Creative Suite products including Photoshop, Illustrator, and In Design, Microsoft applications, and Word Press.
- Demonstrated understanding of current best design practices, theories, and processes.
- Demonstrated evidence of strong organizational ability.
- Demonstrated evidence of strong proofing and editing ability.
- Demonstrated knowledge of print production guidelines.

### **Physical Demands and Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Physical demands: While performing the duties of this job, the employee is frequently required to reach with hands and arms, stand, walk, sit, use hands to finger, grasp, handle, feel or operate objects, tools, or controls, talk and hear. Hand-eye coordination necessary to operate computers and various office equipment. The employee is occasionally required to climb, balance, stoop and crouch. The employee is occasionally required to handle adhesion chemicals such as spray adhesive and/or rubber cement, handle Exactor-knives or other cutting materials.
- The employee must occasionally lift and move up to 30 lbs.
- 90-95% of this role is performed on a computer. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- This role is performed in-office. This is not a remote position.

**Salary** \$46,865 – \$63,716 annually (commensurate with experience); Comprehensive benefits package includes health insurance; fully paid dental, vision, LTD and life insurance; defined contribution retirement plan, vacation, sick leave, and holidays.

### **Schedule**

40 hours weekly; Monday - Friday

**Position Type** Full-time/Regular

**Application with cover letter, resume and example of design work\* are required for consideration. Please see our website [www.kpl.gov/jobs/](http://www.kpl.gov/jobs/) to apply.**

\*Design work can be emailed directly to [jobs@kpl.gov](mailto:jobs@kpl.gov).

**Deadline for applications is Friday, July 15, 2022.**