



JOB TITLE: Graphic Designer

CLASSIFICATION: FT, Exempt	EXPECTED HOURS OF WORK: M–F, 10AM–6PM, some evening hours required
DEPARTMENT: External Affairs	REPORTS TO: Senior Marketing and Communications Manager

POSITION SUMMARY: The Graphic Designer works under the direction of FWM’s Senior Marketing and Communications Manager to develop creative solutions that advance FWM’s brand and communications goals in the promotion of its exhibitions, studio, programs, and store. The Graphic Designer manages many projects simultaneously from conception through implementation, including digital and print applications across FWM-owned channels (social media, web, digital displays, onsite signage and print collateral, etc.), in-gallery graphics (graphic title treatment, wall vinyl and wall labels, etc.), as well as creative for paid media (digital and print advertisements, exterior signage, street banners, etc.).

The Graphic Designer will report directly to the Senior Marketing and Communications Manager. This position works closely with other members of the External Affairs team as well as staff across Education, Exhibitions, the Studio, and the Shop. Additionally, the Graphic Designer will occasionally work with FWM’s Artists-in-Residence, apprentices, visiting artists, and partner organizations. This position will also liaise with printers/publishers.

SALARY & BENEFITS: This full-time (40 hours per week, M–F, 10:00 am–6:00 pm) position takes place onsite. Occasional evening hours are required. The salary is \$40,000 – 42,000 annually, and benefits include medical, vision, and dental, access to retirement savings, vacation time and sick/personal days, paid holidays, access to an employee assistance program, FWM membership, FWM Museum Shop employee discount, and American Alliance of Museums (AAM) membership.

DUTIES & RESPONSIBILITIES

The Graphic Designer manages many projects simultaneously from conception through implementation, including but not limited to the following:

- Create digital communications across FWM-owned channels, including social media, e-blasts, video, onsite digital displays, and FWM’s museum and store websites.
- Create print communications across FWM-owned channels, including onsite signage, rack cards, visitor stickers, postcards, and the museum’s seasonal programs guide.
- Create in-gallery communications, including the development of dynamic graphic title treatments, layout of vinyl wall text and object labels to engage visitors within gallery environments.
- Develop creative for paid media, including digital and print advertisements, street banners, etc.
- Support strong and empathetic wayfinding for visitors, artists, and guests of the museum to navigate their experience across eight floors at FWM.

- Work in concert with the External Affairs team to bring strategic marketing campaigns to life across digital and print touchpoints.
- Liaise with print vendors and publishers in coordination with the Senior Marketing and Communications Manager to successfully deliver design assets for print projects and paid media.
- Develop and support best practices, abiding by and creating templates, guidelines, naming conventions, and digital filing systems as it pertains to graphic and video assets.
- Support the creative direction of photo and video shoots with the Senior Marketing and Communications Manager, Visual Media Producer, Shopworks Coordinator, and others.
- Support the development of video content to promote the museum’s exhibitions, educational and studio activities.

Additionally, the Graphic Designer will:

- Participate in department-wide and Museum-wide planning processes, as appropriate and as assigned by Supervisor.
- Support adherence to organizational mission in all activities, which is informed by extensive knowledge of FWM’s institutional history, including past projects, as well as emerging trends in the field.
- Attend and assist at FWM special events, programs, and meetings (opening receptions require the support of all staff).
- Perform other related duties as assigned by Supervisor.

SUPERVISORY RESPONSIBILITIES

- This job has no staff supervisory responsibilities.

COMPETENCIES

- **Adaptability**—adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- **Design**—Generates creative solutions; Translates concepts and information into images; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail.
- **Innovation**—Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.
- **Oral & Written Communication**—Speaks and writes clearly and persuasively in positive or negative situations; Presents numerical data effectively; Varies writing style to meet needs; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings; Able to read and interpret written information.
- **Problem Solving**—Generates creative solutions; Translates concepts and information into material form; Uses feedback to modify designs; Applies design principles; Demonstrates attention to detail; Identifies and resolves problems in a timely manner; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.
- **Project Management**—Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

- **Quality**—Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Strategic Thinking**—Develops strategies to achieve organizational goals; Understands organization's strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- **Teamwork**—Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Technical Skills**—Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

QUALIFICATIONS

- BA/BS in Graphics Arts or related discipline
- Minimum two years of graphic design work in a collaborative environment; arts and cultural field experience a plus.
- Mastery of Adobe Creative Suite (InDesign, Illustrator, Photoshop, and Acrobat; Premiere or After Effects knowledge a plus).
- Experience with Microsoft Office (Word, Excel, PowerPoint, Outlook) using a Mac.
- Basic knowledge of HTML, CSS, or e-mail design a plus
- Knowledge in web UI, motion graphics, or basic video editing a plus.
- Must demonstrate creativity, vision, curiosity, and a willingness to experiment.
- Must be able to convey design strategies and decisions to others.
- Previous experience working with brand identity guidelines.
- Strong interpersonal skills, with the ability to interact well with others.
- Interest in contemporary art and practices is a requirement.
- Creative problem-solver and resourceful; must be able to research ideas, techniques, and best practices.
- Strong organizational skills with an attention to detail; capable of multi-tasking and meeting tight deadlines; able to shift focus as priorities change.
- Self-motivated, flexible, and dedicated.
- Ability to work independently and collaboratively.
- Must have a portfolio of recent work to demonstrate required skills and abilities.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

- Continually required to sit
- Frequently required to walk
- Continually required to utilize hand and finger dexterity
- Occasionally required to climb, balance, bend, stoop, kneel or crawl
- Continually required to talk or hear
- Continually utilize visual acuity to operate equipment, read technical information, and/or use a keyboard
- Occasionally required to lift/push/carry items up to 50 pounds
- Occasionally work near moving mechanical parts

- Occasionally work around fumes, airborne particles, or toxic chemicals (as used in the print studio)
- Occasionally exposed to outside weather conditions
- Occasionally exposed to loud noise (example: woodshop machinery)

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

TO APPLY

Interested candidates should address a letter of interest, resume and contact information for 3 references to hiring manager Justin Rubich, Senior Marketing and Communications Manager, at opportunities@fabricworkshopandmuseum.org. Kindly include "Application: Graphic Designer" in the subject line of your email.

After applications are reviewed, selected applicants will be contacted for interviews. If you need assistance, contact us at opportunities@fabricworkshopandmuseum.org.

FWM'S COMMITMENT

The Fabric Workshop and Museum is an Equal Opportunity Employer (EOE). All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status. FWM's culture embraces diversity within the workplace, and outside, and welcomes all candidates to apply, without fear of discrimination.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire. Offers of employment are contingent upon the return of a satisfactory background check.