



VERO BEACH MUSEUM OF ART JOB DESCRIPTION

GRAPHIC DESIGNER AND DIGITAL MEDIA SPECIALIST

Reporting to the Director of Marketing and Communications, the Graphic Designer and Digital Media Specialist is responsible for developing print, digital, and social media assets in keeping with the VBMA brand. This position is responsible for designing graphic materials, 2D and 3D creatives to help attract and promote new members and visitors to the Museum across multiple media channels. The right candidate will deliver compelling, on-brand creatives under the Director of Marketing and Communications direction. The position requires the ability to self-manage and execute numerous projects that support various elements of the institution's business – including exhibitions, education, fundraising, special events, and the destination itself – in a fast-paced and team-orientated work environment.

Responsibilities and Functions:

- Plans, coordinates, and helps implement marketing materials under the Director of Marketing and Communications supervision.
- Ability to take direction and work to a brief.
- Designs all graphic visual assets for the VBMA - print, web, email, social and digital media, and distribute to media outlets.
- Works with the Director of Marketing and Communication to review incoming design requests, produce and manage print production timelines, and traffic jobs through to completion.
- Update and manage the content on Museum's journalist extranet site for editorial use.
- Designs all external and internal marketing materials throughout the year.
- Develops tactical implementations for all digital and social media marketing campaigns (i.e., scheduling posts, tracking, and campaign evaluations).
- Manages and produces all Museum in-house publications *Annual Report* and *Quarterly Newsletter* by setting staff assignments; planning content meetings; establishing content requirements; copy editing and layout; creating print-ready files, and managing production process with external print companies.
- Uploads content to the VBMA website as needed.
- Works cooperatively with contracted designers to produce quality publications and promotional material efficiently; ensure that all publications are proofed by appropriate staff on a timely basis and to print deadline.
- Working with the Director of Marketing and Communications to ensure marketing material approvals, copyrights, and image credits are within contractual obligations of lending institutions.
- Produces production-ready art files with high attention to detail.
- Ability to reformat a single look or creative campaign theme for multiple aspects of designs projects, i.e., large format gallery walls, :30 TV commercials, exterior banners, invitations, websites, print etc.

- Assists supervisor with written press materials and copy content for all Museum activities and events as needed.
- Uses up-to-date knowledge of industry software/ trends to produce creative designs within budget and to a deadline.
- Responds to input and changes to project parameters by developing alternative designs while maintaining concept continuity.
- Provides backup assistance to produce and edit graphics and videos as needed.
- Solid knowledge of social media, Google Ad words, Instagram, and Twitter, and assisting with postings and post boosts.
- Develops creative Ads for social media and email campaigns that support the VBMA brand and activities.
- Participates in meetings and presentations on and off-site as needed.
- Ability to multi-task and troubleshoot to resolve problems successfully.
- Follows the VBMA brand / visual guidelines.
- Performs other related duties as assigned.

Administration

1. Attend staff meetings and other external meetings as necessary.
2. Maintain good working knowledge of the Museum's policies, procedures, educational practices, and ideologies.
3. Be knowledgeable of and practice the VBMA and American Association of Museums (AAM) Code of Ethics.
4. Perform other duties deemed appropriate by the Director of Marketing and Communications and/or Executive Director/CEO.
5. Work cross-departmentally with other department project managers

Functional Relationships:

Reports to the Director of Marketing and Communications. **Works closely with** the Director of Development, Curator of Collections and Exhibitions, members of the various media and third party contractors. This position is classified as Exempt/creative professional-graphic artist.

Qualifications:

BA or BFA in graphic arts, communications or similar with a minimum of five (5) years' experience in advertising, graphic design, web design, and social media; excellent communication and interpersonal skills; highly organized and creative; Extensive knowledge of Adobe Creative Suite Software (InDesign, Illustrator, Acrobat and Photoshop,) MS Office Suite (specifically Word, Excel, and PowerPoint). Graphic Design layout and editing skills; ability to create images for multiple formats print and digital media (FlipBook Creator); Experience with social media and social media management software; Ability to create video commercials :30 Ads (iMovie software); Experience in web design (WordPress) and data analytics (google analytics) will create additional project opportunities.

The Vero Beach Museum of Art is an Equal Opportunity Employer VBMA is committed to having a workplace free of discrimination.. Our employment decisions are based on merit and the needs of the museum without regard to age, race, color, sex, national origin, religion, disability, genetic information, sexual orientation, marital status and any other status protected by federal, state, or local law.

Interested candidates should email Chris Rhode crhode@vbmuseum.org a cover letter, resume, and four to five pdf samples (less than 4 MB in combined size file).