



POSITION DESCRIPTION

TITLE:	Graphic Design Specialist	CATEGORY:	Full-Time
FLSA:	Exempt	LOCATION:	Springfield
SEGMENT:	Marketing	REPORTS TO:	Marketing Director
SHIFT:	Monday-Friday: 8:00 a.m.-5:00 p.m.	DATE:	August 14, 2023

SUMMARY

The position of Graphic Design Specialist is responsible for creating visually captivating content that represents our brand identities and effectively communicates our message across print and digital mediums. The responsibilities of this position will include creating graphics for internal pieces, advertisements, signs, videos and more. This position will collaborate with cross-functional teams including members from the marketing department and multiple Bank departments to create assets that support ongoing marketing initiatives.

Assures compliance with all Bank policies and procedures, as well as all applicable state and federal banking regulations.

ESSENTIAL DUTIES

Graphic Design

- Collaborate and brainstorm with the marketing team on materials, such as web pages, presentations, signage, internal communications, newsletters, email campaigns, advertisements, and various marketing materials
- Collaborate with marketing team to conceptualize and design compelling visuals that drive engagement
- Create eye-catching graphics, illustrations, and layouts for marketing materials that align with brand guidelines and project objectives.
- Translate ideas, data and processes into visually appealing infographics and presentations
- Ensure projects are completed in a timely manner with a quality product
- Work with printers and external vendors to ensure high-quality production and timely delivery of printed materials

Photography & Video

- Basic video editing skills to create engaging multimedia content for promotional videos, outdoor video board messages, social media stories, website content, animated graphics, etc.
- Utilize basic photography skills to capture high-quality images for marketing materials and social media.
- Proficiency in Photoshop to enhance and retouch photographs and create visual assets

Administrative

- Create and manage ordering process of business cards, email signatures, and new hire assets on an ongoing basis
- Research and source promotional items that support our brands
- Create and manage items and ordering process for employee apparel store
- Assist with vendor relations
- Assist with invoice management

- Assures compliance with all Bank policies and procedures, as well as all applicable state and federal banking regulations.
- Treats people with respect, keeps commitments, Inspires the trust of others, works ethically and with integrity, upholds organizational values, and accepts responsibility for own actions.
- Demonstrates knowledge of and adherence to EEO policy, shows respect and sensitivity for cultural differences, educates others on the value of diversity, promotes working environment free of harassment of any type, and builds a diverse workforce and supports affirmative action.
- Follows policies and procedures, completes administrative tasks correctly and on time, supports the Bank's goals and values, and benefits the Bank through outside activities.
- Performs the position safely, without endangering the health or safety to themselves or others and will be expected to report potentially unsafe conditions. The employee shall comply with occupational safety and health standards and all rules, regulations and orders issued pursuant to the OSHA Act of 1970, which are applicable to one's own actions and conduct.

SECONDARY DUTIES

The position of Graphic Design Specialist performs duties specific to the position and other functions as assigned.

SUPERVISOR RESPONSIBILITY

The position of Graphic Design Specialist is not responsible for the supervision of any employee(s).

ENVIRONMENT AND PHYSICAL ACTIVITY

The incumbent is in a non-confined office-type setting in which he or she is free to move about at will. It may include some minor annoyances such as noise, odors, drafts, etc.

The incumbent in the course of performing this position spends time writing, typing, speaking, listening, lifting (up to 10-20 pounds), driving, carrying, seeing (such as close, color and peripheral vision, depth perception and adjusted focus), sitting, pulling, walking, standing, squatting, kneeling and reaching.

The incumbent for this position may operate any or all of the following: telephone, cellular telephone, beeper, copy and fax machines, adding machine (calculator), check protector, microfilm equipment, encoder, money counter, credit card terminal, typewriter, computer terminal, personal computer and related printers.

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. 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.

MENTAL DEMANDS

The incumbent in this position must be able to accommodate to reading documents or instruments, detailed work, problem solving, customer contact, reasoning, math, language, presentations, verbal and written communication, analytical reasoning, stress, multiple concurrent tasks, and constant interruptions.

MINIMUM REQUIREMENTS

These specifications are general guidelines based on the minimum experience normally considered essential to the satisfactory performance of this position. The requirements listed below are representative of the knowledge, skill and/or ability required to perform the position in a satisfactory manner. Individual abilities may result in some deviation from these guidelines.

- High school diploma or general education degree (GED), Bachelor's degree in graphic design, art, or related field, and **1+** years of experience as a Graphic Designer or similar role preferred.
- Proficiency in industry-standard design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Basic video editing skills using software such as Adobe Premiere Pro or Final Cut Pro.
- Basic photography skills with knowledge of composition, lighting, and image editing.
- Knowledge of HTML for creating and implementing simple design elements and templates in web/email projects preferred.
- Must demonstrate ability to collaborate effectively with cross-functional teams. Must be able to work with various stakeholders effectively to build strong working relationships with all team members, vendors and partners.
- Knowledge of brand guidelines and ability to ensure adherence to brand standards.
- Must demonstrate the ability to think creatively and be attentive to design detail.
- Strong understanding of design principles, color theory, typography and layout composition.
- Excellent verbal, written, and interpersonal communication skills with the ability to apply common sense to carry out instructions, interpret documents, understand procedures, write reports and correspondence.
- Ability to craft compelling marketing copy and communicate with internal and external stakeholders.
- Ability to deal with routine problems involving multiple facets and variables in standardized situations.
- Strong organizational, attention to detail, and time management skills with the ability to meet deadlines.
- Ability to adapt to changing market conditions and adjust marketing initiatives accordingly. Flexibility to embrace new technologies and tools to enhance marketing effectiveness.
- Comfortable working independently with little direction under tight deadlines.
- Ability to work with general supervision while performing duties.
- Current **STATE** driver's license and a vehicle with appropriate insurance coverage if required to drive while performing assigned duties and responsibilities.

Management reserves the right to change this position description at any time according to business needs.

