



ARLINGTON HEIGHTS PARK DISTRICT

JOB DESCRIPTION: GRAPHIC DESIGNER

DEPARTMENT: Marketing & Community Engagement

FLSA CLASSIFICATION: Part-Time, Non-Exempt

POSITION FOCUS

Responsible for assisting the Creative Brand & Brand Specialist with the design and development of all printed and digital materials for the Arlington Heights Park District

SUPERVISORY RELATIONSHIPS

- Reports to the Director of Marketing & Community Engagement

ESSENTIAL JOB DUTIES

- Supports the design of printed and electronic materials for the District including but not limited to flyers, advertisements, posters, banners, social media graphics, postcards, signage, etc.
- Support and facilitate the brand identity of Arlington Heights Park District facilities
- Develops templates for email newsletters, letterhead, signage, business cards, etc.
- Produce social media graphics and banners for all District websites
- Serves as one of the District photographers and videographers for events and programs
- Follows the branding guidelines for the District
- Prioritizes design production assignments in a timely manner to meet deadlines
- Attends work on a regular basis
- Performs the job safely and in compliance with District policies, procedures, work and safety rules and the employee handbook
- Maintains a clean and organized work environment
- Additional duties as assigned which may be considered essential

SECONDARY JOB DUTIES

- Maintains required departmental records
- Provides District information at District and other community special events

REQUIRED KNOWLEDGE

- Strong knowledge of graphic design software such as Photoshop, InDesign, Illustrator, etc
- Strong knowledge of social media, digital marketing, marketing analysis, and general business practices
- Strong knowledge of photography and videography
- Strong knowledge of layout and design
- Good knowledge of writing, editing and proofreading various types of promotional copy
- Proficient in Microsoft Word, Excel and PowerPoint

REQUIRED COMPETENCIES

- Ability to cooperate with and interpret Park District philosophies in relation to governmental, public and private groups and agencies and to the general public
- Good knowledge of pertinent safety precautions
- Ability to maintain positive and effective working relationships with other supervisors and subordinate employees and contractors
- Ability to work harmoniously with fellow employees, patrons, community groups and other units of local government
- Ability to work independently in day-to-day operations with general direction of the Director of Marketing & Community Engagement
- Capacity to utilize effective time management skills and be able to work under the stress of multiple deadlines, requests from multiple departments and interruptions with accuracy
- Ability to work in a team atmosphere, promoting positive work relationships with both internal and external customers
- Ability to communicate effectively with fellow staff and the public both orally and in writing
- Capacity to be self-motivated and achieve goals with minimal supervision or direction

- Ability to follow directions and communicate verbally and in writing and to read and understand printed materials
- Capacity to utilize computer skills, including demonstrated proficiencies in word processing and basic spreadsheet and database applications
- Capacity to proactively troubleshoot, problem solve and make sound judgments with respect to confidentiality
- Ability to pass the Park District's Defensive Driving training, in order to drive to various Park District locations

EDUCATION, EXPERIENCE AND TRAINING

- Bachelor's Degree in Marketing, Graphic Design, Marketing Research, Integrated Marketing Communications or closely related field from an accredited college or university
- Minimum of 2-3 years of demonstrated success in marketing, graphic design, marketing research or integrated marketing communications
- Or, any equivalent combination of education, experience and training
- Valid Illinois Class "D" Driver's License
- CPR and AED Certification required within six months of employment

HOURS

- 24 hours a week, a combination of daytime, evening and weekend hours, with work hours designated by the Director of Marketing & Community Engagement
- Attendance is required at evening and/or weekend meetings, as directed
- Employee is considered to be on duty whenever the need exists

PHYSICAL DEMANDS AND ENVIRONMENTAL CONDITIONS

- Sitting for sustained periods of time while completing work
- Repetitive hand/arm movements such as when working on computer keyboard, calculator, etc
- Some bending, kneeling and reaching for items off floor and high shelves
- Ability to lift up to 25 lbs in paper boxes, storage boxes and other supplies
- General work area an indoor, smoke-free environment with controlled temperature and fluorescent lighting
- Occasional exposure to natural and potentially extreme weather conditions while supervising employees or attending job related activities at locations away from the office
- Exposure to noise distractions from employees or equipment operation in adjacent work areas
- Infrequent exposure to cleaning materials and office supplies
- Parking is provided in a garage approximately one block away from building
- Capacity to work in a high stress environment under multiple deadlines and with frequent interruptions
- Ability to work extra hours to accomplish and complete high volume of work
- Exposure to chronic infectious disease while performing routine first aid or emergency procedures
- Protective clothing and equipment is required as it pertains to the particular job duty:
 - CPR barrier device such as mask or mouthpiece
 - Non-latex gloves