

# PPAI JOB DESCRIPTION

## *Graphic Designer*

Creative thinker who thrives within a challenging and fast-paced environment. Must be flexible, able to switch gears easily, handle a heavy workload, manage multiple projects and maintain a positive attitude. Communicates well with all levels of management and peers. Understands design terminology and can effectively explain design to clients. Offers new design ideas and suggestions and keeps up with current design styles and trends. Has great attention to detail and is a diligent proofreader. Creates all types of design including print, web/digital, tradeshow graphics, direct mail and all other collateral.

### **Reporting Structure**

Title of reporting manager: Manager, Creative Services
Department: Marketing

### **Job Status**

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salaried
Job Status (Full-Time /Part-Time /Temp): Full-time
Daily Schedule (Start time Flexible / Not Flexible): Flexible
Work Location: Position must work from HQ location

### **Job Discretion**

How many people does this position supervise: 0
Does this position have disciplinary responsibilities:
Does this position have hiring / termination responsibilities:
Does this position have evaluation responsibilities: yes

### **Essential Functions and Primary Duties (list up to 10 most important points)**

1. Thorough knowledge of InDesign, Illustrator and Photoshop. (HTML a plus.)
2. Ability to work under extreme time pressures and very defined financial and design limits to produce quality material.
3. Work with marketing managers and creative services team on projects to create marketing solutions for internal clients, including design and other responsibilities as assigned.
4. Participate in brainstorming sessions with marketing team and internal clients
5. Present new creative to marketing managers so they may reach the goals set up by their internal clients
6. Have excellent conceptual thinking, design and problem solving skills with a strong attention to detail in graphics, layout and typography. Must understand pre-press, comps, mockups, photo editing.
7. Maintain project consistency and integrity under deadline constraints. If deadlines are an issue, consult with creative services manager &/or project managers for solutions. Meets or exceeds deadlines set by projects managers.
8. Uphold a professional, fun, inspirational atmosphere that supports creativity and teamwork
9. Helps all internal clients achieve their goals as they relate to marketing
10. Communicate ideas and concepts effectively

### **Secondary Responsibilities (list up to 7 lesser important points)**

1. Strong visualization skills as well as proof reading skills
2. Understand creative process, from concept through to print/publication
3. Experience with Mac OS
4. Proficient in Microsoft Office

**Association Wide Responsibilities & Values (expectations of everyone)**

1. Provide honest and ongoing communication as needed to support success throughout the organization
2. Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
3. Provide high-quality products, reports, communications and projects for all audiences internally and externally.
4. Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
5. Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
6. Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
7. Foster cultural values, mission and overall organizational guidelines of PPAI.

**Education Requirements**

School/Certification Authority	Degree/ Certification	Major/ Minor
College/University	Bachelor's or Equiv.	Graphic Design/Visual Arts/Advertising/Related

**Experience Requirements**

Type of Work	Years of experience	Depth of Experience
Graphic Design	2+	Beginner-Intermediate
Management	0	Beginner-
Agency Environment	2+	Beginner-Intermediate

**Knowledge, Skills and Abilities**

KSA's	Years of experience	Depth of KSA's
Most up-to-date Adobe CS programs	2+	Daily use
All phases of design	2+	Daily use
Work directly with multiple managers	2+	
Ability to explain and sell reason for design decisions	2+	
Ability to be creative under very tight deadlines	2+	

**Physical Requirements**

- \*Sitting: 90%
- \*Standing: 10%
- \*Lifting: Less than 15 lbs.
- \*Pushing/Pulling: Minimal
- \*Bending/Stooping: Minimal
- \*Extended work hours, extended weeks (endurance requirement): Seasonal

## **Work Environment**

\*Office environment: 99%

\*Trade show floor or event venues: 1%

\*Temperature controlled environment: 100%

\*Travel: Must be able to travel