

PPAI JOB DESCRIPTION

Graphic Designer

Seeking a creative thinker who thrives within a challenging and fast-paced environment. You're comfortable around other artsy types. Not afraid to use Helvetica alongside a totally awesome display font. Proofreading is a secret obsession. Your math teacher was the only square you weren't fond of. David Thorne might be your hero, but the big boss would never know it from your professional demeanor. A font CAN hurt your feelings. You know tabs are not sodas and tables are not where you set down your ice-cold tab. You'll bring delicious snacks for your co-workers (HR tells us it can't be a requirement, but know the marketing team would love you. For. Ever.) Oh – and this stuff too: Must be flexible, able to switch gears easily, handle a heavy workload, manage multiple and quick-turn projects and maintain a positive attitude. (Yep. All that.) Communicate well with all levels of management and peers. Understand design terminology and effectively explain design to clients. Offer new design ideas and suggestions and keep up with current design styles and trends. Possess strong attention to detail. Create all types of design including print, web/digital, tradeshow graphics, logos, direct mail and all other collateral. Show up ready to roll. *And yes, we intentionally misspelled Proofreading. Didja catch it?* (Insert smiley face here.)

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: no
Does this position have hiring / termination responsibilities: no
Does this position have evaluation responsibilities: yes

Essential Functions and Primary Duties

1. Exceptional knowledge of InDesign, Illustrator and Photoshop. (You live for keyboard shortcuts and understand the day-to-day will involve production work.)
2. Working under extreme time pressure doesn't affect your sunny disposition or consistency in the least. You laugh in the face of limited budgets, knowing you'll produce quality material.
3. You thrive on working closely with marketing managers and the creative services team to build marketing solutions for internal clients, including design and other assigned responsibilities.
4. You slay in brainstorming sessions, offering terrific (sometimes genius) ideas to the marketing team and internal clients.
5. You're eager to present impressive new concepts to marketing managers so they may reach the goals set by their internal clients. You strive to help those clients achieve their marketing goals.
6. Have excellent conceptual thinking, design and problem-solving skills with a strong attention to detail in graphics, layout and typography. You understand pre-press, comps, mockups and photo editing.
7. Meet or exceed deadlines set by projects managers, but promptly arrange a consult with the appropriate managers to achieve solutions before deadlines are an issue.
8. You enjoy a professional, fun, inspirational atmosphere that supports creativity and teamwork
9. You consider proofing your own work and the work of others to be habitual and helpful.
10. Communicate ideas and concepts clearly and effectively through written and verbal means.

Secondary Responsibilities

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/All-Mac environment
4. You can manage communicating in Microsoft Office, mostly Word & Outlook (to communicate with those in the Upside Down)

Association Wide Responsibilities & Values

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	3+	Intermediate
Management	0	Beginner-
Agency Environment	3+	Intermediate

Knowledge, Skills and Abilities

KSA's	Years of experience	Depth of KSA's
Most up-to-date Adobe CS programs	3+	Daily use
All phases of design	3+	Daily use
Work directly with multiple managers	3+	Daily
Ability to explain and sell reason for design decisions	3+	Daily
Ability to be creative under very tight deadlines	3+	Daily

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