

Glazer Children's Museum

JOB DESCRIPTION
Junior Graphic Designer and Video Editor

Position Summary:

The purpose of this position is to further the mission of the Glazer Children's Museum by supporting the Marketing and Creative team. The Junior Graphic Designer and Video Editor works under the guidance of Marketing and Creative team to translate brand objectives into compelling deliverables across a broad range of platforms including printed materials, videography, photography, web design, advertising, onsite signage, social media, events, and other marketing and exhibit materials. This position designs graphics with direction from the Creative Director and video and social media content with direction from the Digital Media Specialist.

This is a full time, non-exempt position reporting to the VP of Marketing & Creative or their designee. This is a remote position with in office attendance requirement of at least once a week for meetings, projects and/or events as scheduled.

Essential Functions:

Graphic Design

- Executes artwork for onsite visuals including but not limited to window designs, banners, branding visuals, staff uniforms, exhibit support, Educational program support, and special event support.
- Designs print literature including magazine ads, point of sale materials, development collateral and presentations; prepare and revise files for production process.
- Creates designs for brand website, social media, digital advertising, and email marketing.
- Presents design in a clear and concise manner that is aligned with the broader brand identity.

Video and Photography

- Storyboards, shoots, and edits videos for various projects including but not limited to GCM@Home, ads, social media, and supporting the Education and Development Departments.
- Photographs guests, exhibits, events, and programs to create strong brand visuals and to document occasions.

General/Administrative

- Works closely with multidisciplinary teams to support the Museum's creative needs
- Manages the design project files/archives.
- Oversee deliverables and manage relationships with vendors.
- Keeps abreast of developments in design, video editing, and social media trends
- Maintains strong vendor relationships and processes, including ordering, purchase requests, and executing prepress production services for print vendors
- Supports the Marketing and Creative Department with administrative tasks needed

Non-Essential Functions:

- Contribute to the Museum's Marketing Committee
- Other duties as required

Education/Training:

- Bachelor's degree or equivalent education + experience.
- Experience with design software, specifically the Adobe Creative Suite

Experience/Skills:

- Established portfolio containing a variety of high quality and creative design and video projects.
- Knowledge of and ability to learn new and innovative editing software and trending apps
- Knowledge and experience of photography, and comfort shooting on both DSLR camera and smartphone.
- Advocate for equity, inclusion, accessibility, and diversity.
- Ability to work with a variety of people
- Work well under time constraints, and in stressful conditions
- Demonstrated organizational and task management skills
- Excellent communication skills, verbal and written
- Excellent PC computer skills

Mental Skills and Abilities:

- *Math* – Ability to calculate variables, formulas, ratio and proportion; to use practical application of fractions, percentages, and statistics
- *Reading* - Ability to read and understand technical journals, manuals, reference books, and cash reports
- *Writing* - Ability to write business letters, expositions, summaries, emails and reports using proper format and conforming to rules of punctuation, grammar, diction and style
- *Speaking* - Ability to be conversant in the principles and methods of effective and persuasive speaking and discussion;
- *Reasoning Ability* - Ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret a variety of instructions; to plan work and develop procedures; to learn and/or evaluate information in order to make judgments and decisions.

Work Situations:

- *Analysis* – The ability to use tools & resources to gather data and make informed decisions on their realm of responsibility and develop concise plans for implementation
- *Communication* - The ability to relate to people in situations involving more than giving and receiving instructions
- *Conflict Resolution* – ability to listen actively, relate to guests, and use empathy to resolve difficult situation. Ability to remain calm under high pressure situations
- *Direction, Control and Planning* - Adaptable to accepting responsibility for the direction, control, or planning of an activity. The employee may be in a position to negotiate, organize, direct, formulate practices, or make final decisions
- *Feelings or Ideas* - Adaptable to situations involving the interpretation of feelings or ideas in terms of personal viewpoint. The employee may be called upon to use creativity, self-expression, or imagination
- *Influencing* - Adaptable to influencing people in their opinions, attitudes, or judgments. The employee may be in a position to motivate, convince, or negotiate

- *Measurable or Verifiable Criteria* - Adaptable to making generalizations, judgments, or decisions based on measurable or verifiable criteria. The employee may make evaluations on the basis of data
- *Performing Under Stress* - Adaptable to situations requiring the precise attainment of set limits, tolerances, or standards. The employee may need to be precise, thorough, exacting, or meticulous in regard to material worked; or in activities such as numerical determinations, record preparation, or inspecting
- *Repetitive, Continuous* - Adaptable to performing repetitive work, or to continuously performing the same work, according to set procedures, sequence, or pace. The employee may perform work that is inherently of a repetitive nature
- *Sensory or Judgmental Criteria* - Adaptable to making generalizations, judgments, or decisions based on sensory or judgmental criteria. The employee may rely on one or more of the five physical senses, or rely on knowledge gained by experience to make evaluations
- *Set Limits, Tolerances, or Standards* - Adaptable to performing under stress when confronted with emergency, critical, unusual, and/or dangerous situations; or in situations in which working speed and sustained attention are make or break aspects of the job
- *Variety and Change* – Adaptable to performing a variety of duties, often changing from one task to another of a different nature without loss of efficiency or composure. Several duties in a job that require significant differences in technologies, techniques, procedures, working conditions, physical demands, and/or situations constitute this factor

Physical Demands:

- *Light Work* - Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently, and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects
- *Balancing* - Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery, or moving surfaces
- *Carrying* - Supporting the weight of an object with hands and arms and moving from one place to another
- *Climbing* - Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like, using feet and legs and/or hands and arms
- *Crouching* - Bending the body downward and forward by bending legs and spine.
- *Fine Motor Skills* - Picking, pinching, or otherwise working with fingers
- *Eye-Hand-Foot Coordination* - The ability to coordinate hand and/or foot motions with visual stimuli in order to engage in or perform physical activities, such as typing, operating vehicles or mechanical equipment, etc.
- *Handling* - Seizing, holding, grasping, turning, or otherwise working with fingers and/or hands
- *Hearing* - Perceiving the nature, intent or meaning of sounds
- *Kneeling* - Bending legs at the knee to come to a rest on knee or knees
- *Lifting* - Raising objects from a lower to a higher position or moving objects horizontally from position-to-position
- *Pulling* - Exerting a force so as to move an object toward the individual.
- *Pushing* - Using upper extremities to press against something with steady force in order to move forward, downward, or outward
- *Reaching* - Extending hand(s) and arm(s) in any direction, especially upward in placing or retrieving objects
- *Sitting* - To rest the body upright supported by the buttocks and thighs.

- *Standing* - To be upright supported by the buttocks and thighs
- *Talking* - Expressing or exchanging ideas by means of the spoken word.
- *Walking* - Moving about on foot to accomplish tasks
- *Seeing* - The ability to perceive the nature of objects by the eye. The important aspects of vision are:
 - (a) Clarity of vision at 20 inches or less
 - (b) Clarity of vision at 20 feet or more
 - (c) The ability to judge distance and space relationships
 - (d) The ability to identify and distinguish colors

I certify that I have reviewed and understand all of the requirements of performing this job and that I am capable of meeting each and every requirement, with or without reasonable accommodation. I understand that the essential and/or non-essential functions and the associated abilities, requirements and conditions outlined above describe the general nature and level of the work performed. I understand that they are not intended to and in no way represent an exhaustive listing of all tasks involved in performing the job. I understand that business necessity may dictate changes in the position requirements at any time. I understand that even though I may be able to perform the job, there are other requirements I must meet before being offered the job. I understand that I must perform all essential and non-essential functions in a manner that is not hazardous to myself or to others. I also understand that any employment relationship with this company is of an "at-will" nature, which means that if employed I will be free to resign at any time, and that the Company may terminate my employment at any time, with or without prior notice.

Signature

Date