JOB DESCRIPTION

Position Title: Graphic Designer

Department: Marketing & Communications  
FLSA Status: Exempt

Reports to: Director of Marketing & Communications  
Last Reviewed: December 2022

Supervises: N/A

BASIC FUNCTION

The in-house graphic designer for ADCES combines creativity with mastery of technology to create graphics promoting the ADCES mission, membership, brand, product lines and patient education materials. This role works to gain understanding of the Association to produce the most effective and persuasive work possible. The graphic designer will be directly involved in the creative design process for projects from start to finish, working with the rest of the marketing & communications team and others within the organization to plan, analyze and develop ideas and solutions.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Lead design projects from concept through completion (including scope, concept, design, approval) for both daily business needs as well as all assigned marketing and communications projects and campaigns.
- Collaborate with in-house clients and management team to develop print and digital assets aligned with broader Association marketing plans and strategic goals and reflecting the Association’s new brand guidelines.
- Develop templates to enable staff members to develop brand-aligned materials.
- Maintain the brand presence and style guidelines for ADCES, sub-brands and affiliates. Serve as a consultant to staff for guideline compliance.
- Ensure projects are completed with high quality and on schedule.
- Prioritize and manage multiple projects within design specifications and budget restrictions.
- Develop a deep understanding of the Association and how to convey our voice and personality across mediums.
- As necessary, manage outside vendors and freelancers including quotes for competitive bids.
• Manage the image/photo library used for ADCES publications and, as needed, select appropriate images for journal articles and other publications.

EXPERIENCE/EDUCATION

• Bachelor’s degree in graphic arts, design, communications or related field.
• Minimum of 3-5 years of experience in graphic design.
• An impressive portfolio demonstrating creative and high-quality design through a variety of projects (website or PDF).
• Proficiency with required desktop publishing tools, including Illustrator, Photoshop and InDesign.
• Familiarity with HTML and CSS preferred.
• Illustration and animation skills a plus.

KNOWLEDGE, SKILLS, AND ABILITIES

• Knowledge of layouts, graphic fundamentals, typography, print and the web.
• Understanding of design and production process from start to finish.
• Strong sense of aesthetic – an eye for color and detail, a sense of balance and proportion.
• Ability to translate complex health-related concepts into engaging visuals for both healthcare professionals and patient audiences, including the ability to develop infographics and data visualizations to support scientific publications.
• Self-motivated, highly organized and able to work to demanding deadlines.
• Excellent creative, interpersonal, team building and customer service skills.
• Strong analytical skills.
• Ability to absorb and apply constructive criticism.

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate and exchange information, collect, compile and prepare work documents, set-up and maintain work files. Occasional day and overnight travel by air and/or automobile may be required.

WORKING CONDITIONS

Majority of work performed in a general office environment. Position requires availability for extended hours plus non-traditional hours required to perform job duties.