

# Anchorage Concert Association

## Position Description

Position: Graphic Designer  
Status: Full time, Exempt

Revised: April 2017

Work Schedule: Generally 9:00 A.M. to 5 P.M., Monday through Friday. Occasional work in the evenings and on weekends from Sept – May.

### Graphic Designer Position Description

#### Position Summary:

The Graphic Designer creates and fulfills all the graphic design needs for the various communications campaigns for the Anchorage Concert Association. Position is responsible for working with the Marketing and Community Engagement teams to develop and produce creative materials that promote the ACA brand, individual shows, community engagements campaigns, and other events.

*The following is representative of the work performed by incumbents in this position and is not all-inclusive. The omission of a specific duty or responsibility will not preclude it from the position if the work is similar, related, or a logical extension of position responsibilities.*

#### General Duties

- Supports ACA's mission to inspire and entertain Alaskans through the performing arts and its core values of Excellence, Education, Prudence, and Community.
- Works cooperatively and collaboratively with peers, board, and volunteers
- Support the entire Anchorage Concert Association team in the execution of performing arts events as needed.
- Other duties as assigned

#### General Graphic Design Duties

- Designs and creates collateral materials for marketing, development and communications campaigns. Collateral needs include and are not limited to posters, newspaper ads, web ads, e-mails brochures, flyers, announcements, event programs, etc.
- Working with available materials from agents and artists, produces collateral materials to promote individual events.
- Initiate creative solutions for selling ACA's brand and individual events to the community
- In conjunction with Marketing Director, inputs, creates and manages organizational and individual event branding campaigns
- Brings new ideas to the marketing team
- Coordinates with other staff members to get original content for collateral materials
- Manages all aspects of collateral material projects from planning, creation, design, and execution
- Works with vendors to ensure deadlines are met

## **Planning and Execution**

The Graphic Designer is a key part of the overall planning of the Annual Communications Plan. The Graphic Designer works with the Marketing and Community Engagement teams to execute key parts of the communication strategies.

Duties include but are not limited to:

- Participates in regular planning meetings
- Supports Marketing Director in the execution of the annual communications plan
- Under the supervision of the Marketing Director, manages campaigns as needed
- Works in conjunction with Community Engagement team to provide collateral materials for grassroots marketing, community engagement events, and fundraising campaigns.

## **Minimal Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Degree in graphic design or two to three years experience in design
- Demonstrated proficiency with graphic design software including the Adobe Creative Suite and Microsoft Office programs. Familiarity writing code for web and editing video is a plus.
- Ability to independently and manage priorities in a quickly changing and evolving environment
- Ability to work quickly and manage multiple projects
- Editing and proof reading skills
- Excellent communication, writing, and planning skills
- Creative problem solving skills
- Familiar with the internet, spreadsheets and word processing systems
- Ability to work evenings and weekends
- Willingness to travel for training as necessary
- Ability to work in a team environment
- Ability to establish and maintain effective working relationships within the company and deal tactfully with the public

## **Licenses and Other Requirements**

- Valid Alaska driver's license
- Vehicle Insurance
- Reliable transportation

## **Desired Skills/experience**

- Degree in graphic design or related field
- Education and background in the arts
- Experience working in a non-profit arts organization

## **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.