



Junior Web & Graphic Designer

Reports to: Director of Media & Communications
Department: Communications & Development
Program (if applicable): N/A
Job Status: Exempt

Classification: Non-Union
UDSCode:030AManagementandSupport Staff
Date Revised: 8/15/2024
Revised by: Director of HR

MAJOR FUNCTION

The Junior Graphic Designer will play a vital role in expanding outreach and awareness of services and programs and increasing the visibility of HJAHC through compelling graphics and design. This position will support the Communications team in implementing the strategic marketing initiatives targeted at both internal and external audiences. This position will contribute to the overall success of HJAHC's communications efforts by creating visually captivating graphics and designs that enhance the organization's social media presence, outreach initiatives, and storytelling. The Junior Web and Graphic Designer will assist in the creation and production of visual materials, maintaining digital assets, and collaborating with the team to ensure consistent and impactful branding across various platforms.

ESSENTIAL FUNCTIONS:

- Ensure brand consistency and provide quality control over concepts and projects
- Create and defend strong brand identities and styles including color palettes, logos, and typographic systems
- Maintain updates of website and design while ensuring quality
- Execute design assets including (but not limited to): Mailings, pamphlets, strategic plans, web graphics, presentation decks, etc.
- Provide visual guidance and leadership for our internal teams
- Lead the design and implementation of concepts, guidelines and strategies of all brand communications, experiences, and campaigns
- Strong communication skills, ability to, delegate, and coach to ensure effective execution across third-party partners, agencies, and freelancers

REQUIREMENTS:

EDUCATION & EXPERIENCE:

- Bachelor's degree in Graphic Design, Visual Arts, or a related field is required.
- 1+ years of experience working in an agency environment.
- Experience with Adobe Creative Suite (Photoshop, Illustrator, InDesign) is required.
- Familiarity with print production processes and pre-press preparation is a plus.
- Experience with web design, multimedia, or UI/UX design is a bonus.
- A strong portfolio showcasing graphic design skills and creative abilities is required.
- Familiarity with healthcare or nonprofit organizations is a plus.

LICENSURE AND/OR CERTIFICATIONS:

- N/A

KNOWLEDGE, SKILLS, ABILITIES AND OTHER (KSAO's):

- Proficiency in graphic design principles, typography, color theory, and composition.
- Ability to conceptualize and execute visual design solutions that align with project requirements and objectives.
- Knowledge of current design trends and best practices in both print and digital media.
- Strong attention to detail and the ability to work within established brand guidelines.
- Excellent organizational and time management skills to meet project deadlines.
- Good understanding of file formats, resolutions, and optimization techniques for various mediums.
- Basic knowledge of HTML/CSS is advantageous.
- Excellent written and verbal communication skills to effectively convey key messages and engage audiences across various media platforms.
- Proficiency in social media platforms (Facebook, Instagram, LinkedIn, Twitter) and social media management tools.

PHYSICAL & WORK REQUIREMENTS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to walk. The employee frequently is required to stand and use hands in administrative capacities. The employee is occasionally required to reach with hands and arms; and may have need to climb or balance; stoop, kneel, crouch or crawl.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

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.

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