



The Art Students League of New York

POSITION DESCRIPTION

Name:

Job Title: Graphic Designer

Department: Marketing and Creative Services

Reports To

Direct: Director, Marketing and Creative Services

Dotted Line:

FLSA Status: TBD

POSITION SUMMARY

Working closely with the team's Director, copywriter, and social media manager, the Graphic Designer will be responsible for the layout, design, and production activities for a variety of creative materials across offline and online platforms (e.g., posters, catalogs, flyers, logos, letterhead, newsletters, street signage, online banners/ads, social media, etc.). This position will also provide website design support, when needed.

A key part of the Graphic Designer's responsibility will be to ensure that all creative adheres to The League's brand guidelines and supports a unified look and feel.

ESSENTIAL RESPONSIBILITIES AND DUTIES

- Develop impactful creative concepts across multiple programs and projects.
- Design rough layouts and concept art that supports copy and meets The League's marketing objectives.
- Manage the full creative process from concept through completion.
- Partner cross-departmentally to ensure deliverables are done on time and budget.
- Help plan, streamline and optimize the creative process.

OTHER RESPONSIBILITIES

- Ensure projects are approved and trafficked in a timely manner to meet deadlines.

UNIQUE REQUIREMENTS OF THIS JOB

- A strong visual aesthetic of typography, layout and photo editing
- Solid understanding of great design elements across different media.
- The ability to translate strategy into design solutions.

- Mastery of industry-standard software used in graphic design.
- The ability to develop dynamic graphic solutions to marketing challenges.
- Strong attention to detail and a passion for design.
- Ability to work independently in a fast-paced, deadline-driven environment while efficiently and effectively managing multiple projects and competing priorities.

QUALIFICATIONS AND REQUIREMENTS:

Job Qualifications	
Degree(s) Required/Preferred	Bachelor's degree in Graphic Design or Advertising or equivalent experience.
Years of Experience Desired	2 – 3 years' experience in a graphic design position.
Certification(s) Required/Preferred	n/a
Industry or Product Knowledge	Art or educational environment a plus. Knowledge of website design on popular platforms, a plus.
Computer Experience:	Strong proficiency in Adobe Creative Suite, InDesign, and other design software.
Additional Skills/Abilities Helpful:	<ul style="list-style-type: none"> - Excellent verbal and communication skills. - Proactive and able to work autonomously. - Ability to work on multiple projects in a fast-paced environment. - Website design and UX understanding a plus.