



## Position Description

**Position Title:** Senior Graphic and Multi-media Designer **Division:** Communications

**Supervisor's Name and Title:** Director of Communications

**Position Status:** Full-time, Year Round

**Updated:** August, 2021

### Position Summary

This person is responsible for maintaining and implementing the school's graphic standards and overall graphic communications strategy. S/he is the steward and hands-on, in-house designer of the Lancaster Country Day School brand in all creative/design channels including print (brochures, alumni magazine, newsletters, annual report, event programs and invites, ads and direct mail), physical plant graphics, Web and email design, digital signage, social media graphics, and photography. The Senior Graphic and Multi-media Designer will develop fresh, contemporary, unifying graphic design to help ensure and maintain a positive, well-branded image of the school.

The communications office works with an agency approach; colleagues in other departments are the clients. By definition, this position will work with several internal departments (such as admission and advancement) and faculty or staff members who organize special events. S/he will maintain an ongoing production schedule to meet deadlines, maintain relationships with vendors and request and analyze bids to optimize purchases.

### Essential Duties and Responsibilities

- Manage the LCDS branded look. Ensure that all communications products and channels possess a common look and feel (print, web, email, social media, digital, outdoor signage, photography). Maintain protocols for usage of logo, fonts, school colors and standardize paper sizes.
- Establish project timelines to design, layout and fulfill creative pieces.
- Manage school-wide archive of photos.
- Set, maintain and evolve quality standards and workflow process.
- Participate in a cooperative environment. Understand and practice, through professional behavior, an open and sharing relationship with peers.
- Other tasks and duties as assigned.

### Qualifications:

Bachelor's degree in graphic design or related field plus five years of demonstrated relevant experience or a combination of experience and education from which comparable knowledge and

skills are acquired. Excellent written, verbal, interpersonal and organizational skills are required. Creativity, goal-orientation, enthusiasm, and an ability to articulate the mission of an educational institution are essential. We are seeking someone who is creative in nature, and someone whose skills extend beyond the basic ability to use design programs. The candidate must have solid type/design/layout and production skills, attention to detail, and conceptual and problem-solving skills.

- Skilled in publication design and be proficient in Photoshop, Illustrator, In-Design and Mailchimp.
- Working knowledge of Power Point, Keynote and Microsoft Word/Excel.
- Experience working with Rise Vision, digital content management software and Vidigami photo archiving software a plus.
- Familiarity with design & production of website layouts, graphics, interfaces and templates.
- Familiarity with current social media trends and tools.
- Experience with art direction within a marketing and communications setting.
- Ability to manage multiple tasks on deadline, set priorities, and work in a team environment.
- Ability to accept constructive feedback and have a “please the client” approach to design.
- Must have a proven track record of strong, contemporary design.
- Experience making short videos for strategic storytelling a plus.

#### **Physical Requirements and Work Environment**

- Occasionally lift up to 30 pounds.
- Generally works in standard office conditions and climate.
- Works in a fast paced and professional environment dealing with a wide variety of challenges, deadlines and a varied and diverse array of contacts.
- May work at a desk and computer for extended periods of time.
- Works in school environment where contact with students is common.

Please submit resume, cover letter, LCDS application plus a professional portfolio of design samples/links to [tarvinb@lancastercountryday.org](mailto:tarvinb@lancastercountryday.org). A portion of a portfolio is fine, as long as a complete portfolio can be presented during interview.