



EAST JOB DESCRIPTION

JOB TITLE: Designer

SUMMARY: The Designer will design and execute visual and creative assets for digital and print projects including websites, marketing campaigns, events, social media, e-blasts, and other print communications. The Designer will monitor trends and feedback to develop recommendations for how to improve our existing marketing efforts and websites. The position demands creative flair, up-to-date knowledge of industry software and a professional approach to time, costs, and deadlines.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Serve as a brand ambassador for EAST and provide guidance and support on its use both internally and externally
- Manage the organization's graphical brand and implementation of its use that is consistent across all EAST Communications
- Design and create the layout and visuals for all EAST electronic and print communications for events, social media, quarterly magazine, e-blasts, apparel, banners, and more.
- Utilize solid storage management practices and organize all graphics so they are easily accessible
- Collaborate across the business to solve complex problems with elegant and always on-brand solutions.
- Other duties as assigned

SECONDARY DUTIES AND RESPONSIBILITIES:

- Work with staff and committees to plan and deliver the Annual Conference and other events
- Provide support in the development of the front-end user interface of all EAST web sites using HTML, JavaScript, CSS, etc.
- Capture photographs of EAST activities for use in EAST publications
- Support EAST print related negotiations and purchasing as applicable to related projects.
- Stay up-to-date with current technology, tech news, and industry standards for design and development.

Qualifications

- 3-5 years of experience in designing visuals for both print and websites
- Extensive knowledge of Adobe Creative Suite (PhotoShop, InDesign, Illustrator, Fireworks)
- Strong conceptual thinking and design skills with great attention to detail
- Front-end website design experience with CSS, JavaScript and/or HTML (preferred)
- A portfolio that demonstrates outstanding visual design and UI and UX sensibilities

- Experience with responsive design and mobile/web interfaces
- Proficient knowledge of the aesthetics of website and print layout and design
- Ability to work in fast-paced environment, meet deadlines and collaborate with teams across the organization
- Ability to train students on front-end design and graphic design technologies a plus
- Basic knowledge of the technical tools necessary to execute developed content
- Ability to make independent decisions and take calculated risks
- Must be extremely detail-oriented
- Must have a current, unrestricted driver's license
- Must have the ability to travel overnight

SUPERVISORY RESPONSIBILITIES:

- None

EDUCATION AND EXPERIENCE:

- High school diploma or equivalent
- Postsecondary accreditation or equivalent preferred (2 year degree or diploma / 4 year degree, specific certifications or accreditations in field)

LANGUAGE SKILLS:

- English language: including punctuation, spelling, grammar, and writing technique
- Excellent written and verbal communication skills

REASONING ABILITY:

- Ability to problem solve using deductive reasoning skills in a timely manner

MATHEMATICAL SKILLS:

- Basic skills including but not limited to addition, multiplication and division of whole numbers, decimals and fractions

PHYSICAL DEMANDS:*

- Ability to occasionally lift 35 pounds
- Ability to drive a car
- May frequently be required to stand, walk, use hands, reach, stoop, kneel or bend, talk, or hear

**Requests for accommodation need to be directed to Human Resources.*

WORK ENVIRONMENT:

- Quiet to moderate noise level
- Fast paced and positive

Signature

Print Name

Date