



## Toledo Museum of Art Job Description

**JOB TITLE:** Graphic Designer

**BRANCH:** Marketing and Communications

**REPORTS TO:** Director of Marketing and Communications

**FLSA STATUS:** Non-Exempt, Hourly

**Employment Status:** Full Time

### **Summary:**

Produce high-quality, appropriate designs for Museum departments to enhance the visitor experience. Manage a variety of internal and external clients to develop designs that meet time, budget, and logistical constraints. Think creatively to produce new ideas and approaches to achieve Museum goals. Work well with multiple deadlines and internal and external service providers. Work collaboratively with staff and embrace accountability. Maintain an organized work environment and schedule to aid in management of a large variety of projects.

### **KEY ACCOUNTABILITIES**

*The Graphic Designer performs the following essential duties. Other duties may be assigned as needs arise.*

- Fully develop high-quality, accurate designs and layouts for Museum projects (including print collateral, print and outdoor advertising, Museum publications, quarterly members' magazine, signage, exhibition graphics, web graphics and gallery labels) by:
  - Conceptualizing and implementing design solutions that are consistent with the TMA brand.
  - Meeting with internal clients to establish design goals, audience, budget, and deadlines.
  - Recommending production methods and materials to maximize effectiveness and minimize cost.
  - Utilizing a variety of design and photo-editing software, specifically Adobe Creative Suite and Microsoft Office, to create multiple design options.
  - Presenting and advocating for design options.
  - Revising and completing chosen design; preparing final artwork to production specifications.
  - Attending press checks as needed.
- Work effectively with a variety of internal clients and external vendors to meet Museum goals and budgets by:
  - Using strong interpersonal skills to effectively communicate with a wide range of individuals.
  - Proactively seeking/requesting necessary copy, photographs, logos, etc.
  - Thinking creatively and using independent judgment to create multiple design options for each project.
  - Clarifying design issues by creating design briefs and composites as needed.
  - Communicating with service providers to produce final artwork that meets production specifications and deadlines.
- Design materials (transom signage, didactic panels, object labels, reference cards, etc.) to enhance Museum exhibitions by:
  - Working closely with the Head of Design Studio to produce a unified, engaging look for all exhibitions;
  - Designing materials to fit specifications put forth by Exhibition Curator and Exhibition Designer.
  - Producing labels in legible fonts and point sizes.
  - Consistently carrying exhibition branding through to other related designs.
- Design and layout Museum publications (for retail sale) and Electronic Publications by:
  - Working closely with Publications Manager.
  - Consulting on size, look, graphics, photography/scanning, typesetting, and production options for publications.
  - Preparing multiple, original concepts for committee revision/approval.
  - Working with writers, editors, proofers, photographers, and printers to coordinate revisions and ensure that final product meets Museum standards.
  - Laying out book and cover designs and packaging for final production.



- Observe established Museum and industry standards and recommend updates to those standards by:
  - Adhering to Museum's established graphic identity and style manual.
  - Keeping up-to-date on developments in printing techniques, postal requirements, paper and other substrates, bindery options, and digital design tools and techniques.
- Serve on cross-functional teams and projects as needed by:
  - Attending and participating in meetings with cross-functional teams, including but not limited to Exhibition Planning & Coordination Team, Interpretation, and Research & Publication teams.
  - Other related duties, such as video editing, online catalogue flip book creation, and other web/digital content creation.

#### **RELATIONSHIPS**

- Works closely with Visitor Engagement Group, Design Studio, Marketing and Communications, Manager of Exhibitions, Interpretive Projects, Managing Editor and Members of all Museum Departments. May supervise Volunteers and/or interns.

#### **SPECIALIZED KNOWLEDGE, COMPETENCIES AND ABILITIES**

- Experience using variety of design tools and software, including Adobe Suite, Wordpress and Microsoft office.
- Working knowledge of the entire design process from start to finish.
- A demonstrated self-starter with the ability to work effectively both independently and as a member of a team, across all levels of the organization.
- A service-oriented team player, dedicated to meeting the expectations and requirements of internal customers.
- Relates well to all kinds of people, inside and outside the organization; builds constructive and effective relationships; uses diplomacy and tact.
- Effectively organizes resources, establishes priorities, and used time effectively and efficiently.
- Is flexible.
- Presents a professional appearance in dress, actions and both verbal and written communications.

#### **EDUCATION AND EXPERIENCE**

- Bachelor's degree in Graphic Design or a related field.
- At least three years of related experience or the equivalent combination of education and experience.
- Video production and editing experience preferred.
- Web design knowledge a plus.

#### **WORK ENVIRONMENT**

Standard open office work environment shared with co-workers, with related phone, computer and printer noise. Position requires ability operate a computer and other office productivity machinery, such as a calculator, copy machine, printer, cutting devices and phone system; the person in this position frequently communicates with public membership and staff who have inquiries and must be able to exchange accurate information in these situations. May occasionally lift up to 25 pounds; Support given to various departments across campus may result in occasional exposure to uncomfortable weather conditions.

*The Toledo Museum of Art provides equal opportunity for employment and promotion to all qualified employees and applicants. No person shall be discriminated against in employment on the basis of race, color, religion, gender, age, national origin, marital status, disability, sexual orientation, veteran status or any other status or condition protected by applicable federal or state statutes. The Museum is committed to maintaining an environment in which all employees are treated equitably and given the opportunity to achieve their full potential in the workplace*