

## **Grand Rapids Art Museum (GRAM) Graphic Designer**

Job Status: Full Time

Reports to: Director of Communications

Travel: Less than 5%

Work Schedule: M - F primarily

### **Position Summary**

This experienced creative design professional will lead the concept development, design, coordination, and production of all GRAM marketing materials, collateral, and signage. They will ensure a creative yet consistent design that supports and strengthens the GRAM brand, visual identity, guidelines, and messaging. This candidate must be a creative thinker with a keen eye for graphic communication, layout, typography, and color. Strong interpersonal skills and a demonstrated ability to work with a team and across departments on time-sensitive projects are integral to this position.

### **Essential Job Functions**

1. Work alongside the Director of Communications to conceptualize, design, build, and extend brand experiences
2. Lead conceptual ideation and execute visual solutions consistent with the Museum's brand identity and marketing strategy <sup>{L}</sup><sub>{SEP}</sub>
3. Work effectively with museum staff across all departments to develop compelling visual concepts and themes for exhibitions, initiatives, and programs
4. Independently manage and prioritize a variety of projects and works closely with the Director of Communications on the status of work <sup>{L}</sup><sub>{SEP}</sub>
5. Plan and organize the technical production and timelines of print and mailing collateral, signage, wayfinding, and advertising <sup>{L}</sup><sub>{SEP}</sub>
6. Maintain strong working relationships with outside vendors for smooth and timely execution
7. Be the creative team liaison to management on recommendations regarding creative resources, outsourcing, workflow, traffic, processes, methodologies and other opportunities to improve efficiency, quality and profitability

### **Knowledge, Skills, and Abilities**

- BFA in Graphic Design or equivalent; 3+ years of experience working in a design field
- Proficient in InDesign, Photoshop, and Illustrator
- Demonstrate strong design skills, articulation of visual and informational hierarchy, in-depth knowledge of color, typography, and storytelling <sup>{L}</sup><sub>{SEP}</sub>
- Extensive experience with print, production, and collateral material design across a variety of formats
- Experience designing for web and various social platforms (particularly Instagram and Facebook)
- Ability to manage all aspects of complex design projects and synthesize feedback from a team of individuals
- Ability to effectively manage multiple projects and develop creative design within tight deadlines

- Must possess excellent written and verbal communication skills
- Should have strong organizational skills, attention to detail, and have the ability to work independently, as well as in a team setting

Interested candidates should submit a resume and cover letter to the following email:

[careers@artmuseumgr.org](mailto:careers@artmuseumgr.org)

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