



Graphic Designer

Hours: Full-Time Salaried — Level 13 position

Revised 1/20

Line of Authority: Responsible to GEMS Creative Director (ED)

SPECIFIC DUTIES

Design Direction and Production

- Assumes responsibility for the overall design quality of all GEMS publications.
- Creates visual communications to convey messages in an effective and aesthetically pleasing manner, including club promotional materials, brochures, year-end appeals, donor correspondence, and other communication materials.
- Creates concepts for social media campaigns, curriculum projects, catalog, merchandise, and all event resources and materials.
- Ensure all materials meet GEMS brand standards
- Provides creative briefs and makes necessary arrangements with illustrators, photographers, and stock photography companies.
- Maintains archives of both internal and contracted work.
- Provides all layout/design work or makes arrangements with contract designers.
- Provides art direction to contracted designers, illustrators and photographers.
- Completes necessary in-house paperwork required by the printing department.
- Ensures GEMS has the legal right to publish all images/text included in publications

Website Design and Maintenance

- Gives direction to and guides the process of website design and visuals.
- In collaboration with other GEMS staff, provides layout design and regular and routine maintenance for the GEMS Girls' Clubs website.

Computer Management

- Maintains a well-organized computer following easily-understood naming conventions.
- Ensures that all final files for publications and magazines are saved and archived on CDs or external hard drive and safely stored.

Photographer

- Takes photos for all publications or serves as art director on set and arranges for another photographer to take photos.
- Provides event photography or arranges for another photographer to be present.
- Catalogs photographs taken and builds a library so photos can be easily used at a later time.

GEMS Conference

- Attends Annual GEMS Conference and serves in a support role.
- Serves as conference photographer or arranges for another photographer.
- Serves as mainstage presentation manager using ProPresenter

General

- Attends and assists with other events as needed.
- Attends professional development opportunities, as requested.
- Other duties as directed by the GEMS Executive Director.

SKILLS AND ATTITUDES NECESSARY

- Be a fully-devoted follower of Jesus Christ and possess a passion to see His Kingdom grow
- Be dedicated to the goals and overall ministry of GEMS Girls' Clubs
- Must demonstrate leadership capabilities and excellent communication skills
- Must be a systematic, organized, self-motivated worker and problem solver
- Strong creative vision with an understanding of business/marketing objectives
- Able to consistently meet deadlines and work in a fast-paced, publishing environment
- Handle multiple tasks and set appropriate priorities
- Able to travel at least once annually to the GEMS Conference and additionally when required
- Knowledge of prepress operations and the ability to package files
- Ability to work on a Mac platform
- Advanced knowledge of Adobe Creative Suite
- Ability to use Canon EOS Digital Camera with studio lighting
- Knowledge of CMS web environment; knowledge of basic CSS and HTML a plus
- Knowledge of ProPresenter a plus
- Illustration and/or hand lettering skills a plus