

THE DA VINCI DISCOVERY CENTER OF SCIENCE AND TECHNOLOGY, INC.

Job Description

February 2023

Job Title	Graphic Designer
Department	Marketing & Sales
Reports to	Director of Marketing & Sales

Type of position:	Hours: 40/week	FLSA Classification:
<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Contractor <input type="checkbox"/> Part-time <input type="checkbox"/> Intern	<input checked="" type="checkbox"/> Days <input checked="" type="checkbox"/> Weekends <input checked="" type="checkbox"/> Evenings <input checked="" type="checkbox"/> Holidays	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt

GENERAL DESCRIPTION

Da Vinci Science Center is seeking a candidate with the drive and determination to bring science to life and lives to science through creative and compelling visual designs from ideation to execution across a wide variety of media including print, digital, and video to communicate narratives that inspire, inform, and captivate audiences. The designer will work in a highly collaborative work environment to support the efforts of Marketing & Sales, Communications, Fundraising, Education, and Exhibits to engage audiences, deliver on the Science Center’s overall attendance and revenue goals, and improve the visitor experience. The designer will develop a range of collateral and materials while adhering to the Science Center’s brand and style guidelines. The designer must be a strategic thinker with a broad vision who can challenge conventional boundaries and stay current on innovations and best practices in the fields of design and design-related technology. Attributes of a successful candidate include the ability to demonstrate the essential role visual design plays in the interpretation of stories, engaging audiences and meeting organization-wide goals; they will be organized and creative, with the ability to actively listen, collaborate and problem solve with a variety of team members and clients to manage and complete multiple projects on time and on budget. The position reports to the Director of Marketing & Sales.

****Da Vinci Science Center is developing a major new Science Center scheduled to open in downtown Allentown, PA in spring 2024.**

MAJOR JOB RESPONSIBILITIES

- Manage design projects from concept to completion through a wide variety of media.
- Provide all necessary creative and graphic design support for a variety of projects initiated within various departments across the organization, including:
 - Marketing & Sales – print and digital advertising and promotional campaigns, brochures, website, newsletters, video, out-of-home advertising, etc.
 - Communications – print and digital communications collateral, newsletters, programs, website, corporate reports, etc.
 - Fundraising – print and digital fundraising collateral, flyers, newsletters, event programs, slide deck templates, etc.
 - Education – print and digital education materials.

Graphic Designer

- Exhibits – interpretation signage and exhibit graphics.
- Visitor Services – wayfinding signage
- Generate professional work, with a mastery in design fundamentals including typography, composition, color, hierarchy, and balance.
- Work cross-functionally and collaborate with key partners on internal and external teams. Discusses concepts with the team and clearly articulates design rationale and design decisions.
- Interact directly with vendors to solicit quotes and oversee the production process.
- Expedite and troubleshoot all project-related issues needing immediate attention.
- Create presentations and other review materials as needed.
- Advise internal clients on publishing (print and digital), production, photography needs, as well as other graphics services within the constraints of schedule and budget.
- Work with the Director of Marketing & Sales and/or Director of Communications where appropriate to establish and maintain brand guidelines for the Science Center and related programs and properties.
- Support the adoption of new technologies that encourage team collaboration and communication.
- Other duties as assigned.

QUALIFICATIONS

- Three to five years of experience in graphic and digital/web design.
- Bachelor's degree in graphic design or a related creative field is strongly preferred. However, a substitution of equivalent experience would be considered for a top candidate.
- Portfolio of work demonstrating concept driven designs with well-crafted executions.
- Excellent design ability with thorough knowledge of print, digital, video, and animation.
- Proficient in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat). Knowledge of After Effects and ability to animate motion graphics. Understanding of or experience with Premiere Pro, Dreamweaver, and Adobe XD a plus.
- Experience with WordPress, MailChimp or Constant Contact, Lightroom, and Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams).
- Experience with or understanding of HTML or CSS.
- Ability to storyboard and think systematically about motion design across a range of deliverables.
- Ability to prioritize to meet deadlines and be flexible to challenges.
- Curious and passionate about design, with a keen awareness of the evolving landscape of available tools, technologies, resources, and trends.
- Strong verbal and written communication skills.
- Ability to participate in programs, events and receptions that may occur outside of normal working hours.
- A sense of wonder, fun, and risk-taking; and a desire to spark curiosity in self and others.
- Bilingual in English and Spanish a plus.

Graphic Designer

PHYSICAL DEMANDS OF THIS JOB

These physical demands are representative of the physical requirements necessary for an employee to successfully perform the essential functions of the job. Reasonable accommodation can be made to enable people with disabilities to perform the described essential functions of the job.

While performing the responsibilities of the job, the employee is required to talk, hear, and use their hands and fingers. Vision abilities required by this job include close vision.

WORK ENVIRONMENT OF THIS JOB

While performing the responsibilities of the job, these work environment characteristics are representative of the environment the employee will encounter. Reasonable accommodations may be made to enable people with disabilities to perform the essential functions of the job.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts. The noise level in the work environment is usually moderate.

REQUIREMENTS

Successful completion of a criminal background check including checks through Pennsylvania State Police, Federal Bureau of Investigation, and Pennsylvania Child Abuse Registry. Successful completion of additional background checks may also be required.

CONCLUSION

This job description is intended to convey information essential to understanding the scope of the position and it is not intended to be an exhaustive list of skills, efforts, duties, responsibilities or working conditions associated with the position. Management reserves the right to revise duties as needed.

Director / Manager Approval	CEO / Executive Director Approval	
Title	Date	March 3, 2023
Date		

Employee Name and Acknowledgement
Date