

PACIFIC PRESS® PUBLISHING ASSOCIATION

JOB DESCRIPTION

POSITION TITLE: Graphic Designer

REPORTS TO: Vice President of Sales and Marketing

SUMMARY: Utilizes graphic arts skills, technology, invention, and imagination to design a wide array of marketing, advertising, and merchandising materials, including magazine design, paperback and hardback book covers, marketing posters, inside book design, print ads, display graphics, in-store signage, magazine posters, catalogs, and other print and digital collateral as assigned. Web design skills are a plus. Functions as art director/designer for *El Centinela* magazine.

ESSENTIAL FUNCTIONS OF THE JOB:

- Conceptualize and design *El Centinela* magazine.
- Facilitate the strategies of marketing and sales directors to develop new markets or revitalize existing ones. This may include experimentation with projects and products.
- Provide design for all advertising, including display ads, catalogs, special mailings, coupons, magazine inserts or wraparounds, and all collateral advertising materials, both print and digital.
- Conceptualize and design paperback and hardback book covers.
- Coordinate with the stakeholders of all in-process projects to set priorities to meet the many competing deadlines.
- Work with the Administrative Director of Advertising in managing the company's branding and promotional display resources and, if necessary, coordinate the design, construction, shipping, and booth setup at trade shows.
- Provide support to other departments to answer design-specific questions.
- Process all reprint requests for book covers designed in the advertising department.
- Maintain regular attendance at work.
- Comply with Pacific Press employee handbook guidelines.
- This job description is not intended to be all-inclusive; the Graphic Designer will also perform other reasonable related business duties assigned by the Administrative Director of Advertising.

REQUIRED: Proficient commercial art and design ability using current design software (Adobe). Knowledgeable in commercial art, photography, and advertising styles. Ability to prioritize multiple jobs, manage electronic files, work well under time pressures, interact professionally with contract illustrators, photographers, and clients, and meet tight production deadlines. Must understand the basic principles of advertising/marketing and work well as a team member.

EDUCATION: A bachelor's degree in graphic or advertising design, or equivalent work experience.

PHYSICAL REQUIREMENTS: Good general health with good eyesight; good color perception; good manual dexterity; good eye-hand coordination; accurate in work; able to sit and concentrate on work for extended periods; mental capacity to enjoy work.

I acknowledge that I have received a copy of this job description and understand that it is my responsibility to read and understand it. If I have any questions about this job description or my job duties, I understand that I should ask my Supervisor or Vice President. I understand that Pacific Press reserves the right to revise or change job duties and responsibilities as needed. I am qualified to perform these job duties with or without reasonable accommodation. I understand that this job description may be used as a tool to evaluate my performance. I understand and agree that this job description does not create a contract of employment or change my "at will" employment relationship with Pacific Press.

Acknowledgment

Date