



## Graphic Designer

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newark, nj 07102-3176

[newarkmuseum.org](http://newarkmuseum.org)

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**Department:** Marketing & Public Relations

**Reporting Relationship:** Reports to the Director of Marketing

### **Position objective:**

To design institutional and marketing vehicles for both print and electronic uses (including full production of files), as well as to support the marketing and public relations function of the Museum through Web-based, social media and other online channels, including those yet unidentified.

Support efforts to a) present and maintain a favorable, high-profile and consistent public image; b) disseminate information about the Museum; c) supports efforts to heighten awareness of the Museum's role as leading cultural institution and educational institution

### **Responsibilities include:**

- Manage the layout for the Museum's eNewsletter program(s), using existing templates and creating new ones, as well as customizing when needed. (Requires some understanding of MailChimp or similar program.)
- Gather information for the Museum's eNewsletters and other marketing vehicles as needed
- Update Museum's Website and proactively provide simple enhancements (comfortable with CMS)
- Create Web banners for Museum's home page and resize images for various sections
- Support public relations with various activities including uploading program information on-line
- Create basic Museum signage and handouts
- Support Development department on occasion with design needs for fundraising purposes
- Create basic graphics for social media purposes, i.e., facebook banners
- Oversee and manage the collection of electronic marketing and PR images
- Ensure that all collection and exhibition image are cleared by the registrars office for marketing and PR use
- Assist with research of print and digital resources
- Communication with vendors as needed
- Participate in evening events at the Museum such as exhibition openings, and off-site community outreach events, as needed

### **Qualifications:**

- BA or BS in marketing, communications or other related field
- Minimum of 3-5 years related experience

- Computer literacy, including proficiency in Microsoft Word for Windows and Photoshop (PC platform), as well as proficient in one of the following: Illustrator, InDesign or other graphic programs
- Advanced layout and design capabilities
- Knowledge of HTML
- Thorough understanding of industry terms and their usage (digital, hash-tags, off-set, leading, kerning, etc.)
- Experience with various social media platforms
- Full working knowledge of file and color management
- Must have excellent communication skills (spoken and written), along with good organizational skills
- Ability to work on multiple project simultaneously
- Strong attention to detail and accuracy of both text and images
- Ability to follow-through on projects in a timely fashion
- Available to work some evenings and weekends, if necessary, including press conferences, members' receptions, public programs and cultivation events

4/28/17