



Job Description: Graphic Designer

2019-2020

Reports to: Assistant Director of Advertising & Design (Full-Time Position)

Summary: Execute design projects under the training and guidance of the Assistant Director of Advertising & Design. Employ strong production and design skills to produce high quality marketing materials that promote the creative and imaginative spirit of the museum and communicate the museum's mission and activities. Assist the museum's marketing department with developing marketing material for promotions and fundraising needs, including designs for website, ads, signage, and printed materials.

Design: 80%

- Works with Assistant Director on design projects for internal and external audiences including brand management, material evaluation and creation, advertising, exhibit graphic development, and signage
- Layout collateral materials, including but not limited to direct mail, ads, postcards, PowerPoint and Prezi, flyers, and invitations as needed to support the mission of the Mississippi Children's Museum (MCM)
- Design and develop graphics for online and print dissemination
- Assist in development of museum exhibit design

Brand Management: 20%

- Execute MCM brand standards, including logos, photos and artwork for the museum
- Manage and maintain MCM design graphic libraries
- Monitor and create website content within branding guidelines
- Research visiting exhibit brand guidelines and implement these standards
- Develop or empower other staff in the creation of all creative for external audiences and ensure all external materials adhere to the museum's branding guidelines
- Continue to educate other departments about graphic standards and empower employees to create small internal projects on their own
- Ensure donors are properly and accurately recognized on all creative for sponsored programs, activities and events and assist in the creation of ROI documentation for donors

Qualifications and Requirements

- Bachelor's Degree in Graphic Design or related field required
- Knowledge of Adobe Creative Suite and other graphic design software required
- Must possess advanced level skills with Microsoft Word, Excel, Prezi and PowerPoint
- Experience in Marketing preferred
- Be pro-active and organized, act effectively under deadlines, and manage multiple concurrent projects while working independently
- Excellent writing and proofreading skills
- Attention to detail, thrive under pressure, and produce high- quality deliverables while managing multiple projects; excellent organizational and communications skills
- Exceptional interpersonal skills; team player, ability to communicate with diverse personalities, tactful, mature and flexible

The Mississippi Children's Museum is a 501©3 organization with the mission of providing unparalleled experiences that ignite a thirst for discovery, knowledge, and learning in all children. To apply, please submit a cover letter, resume and the names and addresses of three or more professional references to:

- Email: careers@mcm.ms
- Fax: (601) 709-2603
- Mail: Mississippi Children's Museum, Attention Careers, P.O. Box 55409, Jackson, MS 39296