



Graphic Designer

Summary: Responsible for organizing and creating all marketing activities as delegated by the Director of Marketing, with special emphasis on graphic design, visual storytelling, and brand management. Works with the Director of Marketing, staff, and volunteers to creatively promote the museum's mission-based and attraction-based messages to statewide, regional, and national media as well as to communities and other key audiences throughout Mississippi to increase the impact and influence of the Mississippi Children's Museum (MCM). This is a full-time position.

Principal Accountabilities:

- Responsible for prioritizing and managing multiple projects simultaneously, meeting deadlines and delivering high-quality work under tight timelines.
- Responsible for ensuring the museum's image and brand is representative of the diverse audiences we serve.
- Responsible for the development of assets to meet project needs for multiple departments.
- Responsible for being a brand ambassador to maintain reputable brand standards.
- Responsible for representing the museum professionally at events and engagements as needed.

Graphic Design: 50%

- Develops visually appealing graphics, illustrations, and layouts for various museum materials including brochures, flyers, invitations, newsletters, annual report, advertising, and digital media assets.
- Collaborates with internal teams to conceptualize and execute design projects that align with the museum's brand and mission.
- Works closely with the Director of Marketing and Assistant Director of Marketing on graphic design needs and project timelines.
- Utilizes industry-standard software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create high-quality custom designs.
- Establishes project timelines and set completion deadlines based on current workload.
- Sets goals and strategies for the Marketing Department under the direction of the Director of Marketing.

Photography / Videography: 25%

- Captures high-quality photographs and videos for museum exhibits, events, and activities for promotional and marketing purposes.
- Edits photos/videos as needed to enhance visual impact and maintain brand consistency.
- Writes scripts, working with the marketing team to promote visual storytelling.
- Uploads and organizes photos to maintain an up-to-date photo library.
- Coordinates with marketing team to plan and execute photo/video shoots that effectively communicate the museum's message and engage the target audience.
- Manages photography/videography equipment and ensures it is properly maintained and ready for use.

Brand Management: 15%

- Assists in developing and maintaining the museum's visual identity, including logos, color schemes, and typography.
- Ensures that all design materials reflect the museum's brand values and messaging.
- Serves as a brand ambassador, ensuring that all staff members are aware of and adhere to brand guidelines in their communications and interactions with the public.
- Collaborates with other departments to generate marketing materials that focus on the museum's mission-based and attraction-based businesses.
- Ensures donors are properly recognized on all creative for sponsored programs, activities and events and assists in the creation of ROI documentation for donors.

Strategic Planning, Outreach, and Administrative: 10%

- Completes daily tasks of the Marketing Department, including marketing-related requests from staff and ensures that proper communication is delivered to each department updating them on the progress of the requested materials.
- Participates in Marketing team meetings, staff meetings, and quarterly All Staff meetings.
- Monitors trends in marketing practices to ensure the museum is current in its efforts to reach our broad constituencies.
- Assistance in coverage for major museum events, programs, and community outreach as determined by Director of Marketing.
- Communicates with external vendors on orders to ensure accuracy and timeliness of projects.

Key Competencies

- 2 years of Graphic Design experience (Preferred)
- Bachelor's Degree in Graphic Design (Required)
- Knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Lightroom) and other graphic design software (Required)
- Excellent writing and proofreading skills
- Attention to detail, ability to thrive under pressure and produce high-quality deliverables from management of multiple projects
- Excellent organizational and communications skills
- High energy level, self-starter, willing to take initiative
- Exceptional interpersonal skills; team player, ability to communicate with diverse personalities, tactful, mature and flexible
- Good reasoning abilities and sound judgement
- Resourceful, well-organized, dependable, and efficient
- Must possess advanced level skills with Microsoft Word, Excel and PowerPoint

Hours of Work

- Monday to Friday from 8:30 AM to 5:00 PM
- Weekends and after-hours for special events, as needed.

Management reserves the right to modify, delete, and/or add additional expectations to meet the needs of the Mississippi Children's Museum, as necessary.

The Mississippi Children's Museum is a 501(C) 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 letter of interest and resume to careers@mcm.ms.