

# ATLANTIC HEALTH SYSTEM POSITION DESCRIPTION

**Position Title:** Graphic Designer

**Reports to:** Director of Marketing and Public Relations

**Position Summary:** Produces graphic designs of online and printed materials in support of the marketing communications plan for Atlantic Health System. Works closely with Manager of Marketing Communications and Health Information Services. Frequent collaboration with all members of the Marketing and Public Relations team.

## **Responsibilities:**

- Conceives and designs creative methods to effectively and appropriately communicate intended messages online and in newsletters, brochures, direct mail, invitations, flyers, etc., to targeted internal and external audiences. Oversees design, and supervises printing and production.
- Determines optimal design based on budgetary constraints, time frame, available space, knowledge of design principles and aesthetic design concepts.
- Determines scope and arrangement of illustrative material, photography and copy, selects type style and size, and recommends color selection and use. Art-directs photography for periodicals, collateral materials, advertising and online uses, and prepares and creates illustrative art for inclusion online or in printed publication.
- Designs and constructs web pages/sites for internet, intranet, extranet, etc., with knowledge of web editing tools and illustrative and graphic programs including graphic user interface features and other techniques.
- Maintains and provides ongoing design and updating of online content.
- Coordinates with other members of the Marketing and Public Relations Department, Information Systems, writers, freelance graphic designers, online consultants, photographers and printers to insure consistency in style, tone and quality of organization's image.
- Researches, hires and supervises freelance graphic designers, online consultants, photographers and printers as needed.
- Provides consultation to hospital sites and internal departments on design, printing and production issues.
- Maintains system-wide graphic standards on all online and printed materials.
- Supports media relations, marketing and special event efforts.

## **Other Knowledge, Skills, Abilities Required:**

- Develops and complies with project budgets.
- Attends meetings, conferences and seminars as required.
- Conducts self at all times in a manner that reflects positively on the image of Atlantic Health System.

- Stays current with evolving technologies.
- Expected to have knowledge of HTML and to build new pages in HTML. Implements HTML modifications for current pages.
- Performs other special assignments as required to support the total marketing communications effort of Atlantic Health System.

**Qualifications:**

Solid working knowledge of all aspects of graphic design for online and printed mediums, and project management. Desktop publishing experience for online and printed mediums required. Experience supervising freelance writers, graphic designers, photographers and printers.

Minimum of two years graphic design or related experience. Associate's degree in graphic design, communications, or related major. Proficiency with a web editor, Adobe Illustrator, Adobe Photoshop, Microsoft, Macromedia and Quark Xpress required. Macintosh computer experience a plus. Experience in acute care hospital or other health care setting preferred.