



## Job Description

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**Position Title:** Graphic Designer, Digital

**Class:** Regular      **FLSA:** Exempt

**FTE:** Full Time

**Length of Assignment:** Permanent

**Reports to:** Director

**Salary:** Depends on Experience

**Benefits:** Health, Vision, Dental, 401k, FSA, EAP, PTO and Paid Holidays

**Location:** Oceanside, CA or Melbourne, FL

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### Summary

This position is intended to support the creative activities of the company through planning and design of marketing materials for internal collateral and public behavior change campaigns in the domains of environment, health, and public safety.

### Minimum Qualifications

- Minimum 2 years of professional experience in a digital design role; 3-5+ is years preferred.
- Bachelor's degree in Digital Design, Graphic Design, or related field is preferred.
- A portfolio of previous digital design work to showcase experience and creativity.
- Strong technical knowledge of Adobe Creative Cloud including Photoshop, Illustrator, InDesign, and others.
- Familiarity with Microsoft Office applications including Outlook, Word, and PowerPoint.
- Familiarity with UI/UX and front-end responsive design best practices.
- Ability to clearly present design ideas and concepts for campaigns and projects.
- Working knowledge of commercial printing requirements and practices.
- Excellent written and verbal communication skills.
- Ability to work both independently and within a team.
- Willingness to learn new skills and software as team needs evolve.
- Experience with or interest in learning social marketing best practices, especially community-based social marketing.

### Desirable Qualifications (not required)

- Video editing, motion graphics, animation or illustration skills
- Experience designing custom and template-based websites for CMS systems including Wordpress

- Familiarity with HTML, CSS, JavaScript, or PHP

### **Position Responsibilities**

- Design and produce interactive online content including email templates, social media graphics, promotional artwork, banners, web logos, website templates, and related materials.
- Design print communication materials such as brochures, stickers, posters, etc.
- Effectively translate market research and strategy into engaging and creative designs to meet project objectives.
- Develop and ensure adherence to graphic design standards.
- Provide design support for internal business needs such as presentation templates, email templates, and reports.
- Review existing materials and designs to identify areas for improvement.
- Collaborate with team of content creators, strategists and data analysts to create successful education and behavior change campaigns.
- Meet with clients to gain an understanding of design needs and vision; prepare creative briefs and present design ideas to clients and other stakeholders.
- Produce drafts for review by clients or audience testing and make revisions based on the feedback received.
- Review final productions for errors and ensure that final prints reflect specifications.

### **Work Environment**

- Normal office work conditions with use of VDT at a computer workstation;
- Activities may include long periods of sitting; and,
- Occasional domestic travel.

### **Physical Demands**

- Mobility: mobility to attend meetings; sitting for long periods;
- Seeing: typically writes, reads, or uses a computer 90-100% of the work period;
- Hearing: typically listens to co-workers or speaks on the phone 50% of the work period;
- Grasping/feeling: typically uses phone equipment (including cell phone key pad) or computer keyboard 75% of the work period; and,
- Lifting: typically lifts supplies and materials and equipment less than 10 pounds.

### **Latitude and Judgment**

- A wide degree of latitude and judgment is expected of this position; and
- Strict confidentiality of all company and client information.

### **Supervision of Others**

- This position does not supervise others.

## General

- Critical features of this job are described under the headings above and may be subject to change at any time due to reasonable accommodation or other reasons.
- This position may require driving oneself and other employees.

**Employee Name:** \_\_\_\_\_

**Employee Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Supervisor Name:** \_\_\_\_\_

**Supervisor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



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