

## JOB DESCRIPTION

**Title:** Graphic Designer

**Status:** Exempt

**Reports to:** Creative Director

**Function:** To assist the UCA Creative Team in the creation and publication of graphic content among various platforms and formats while ensuring consistency in message and branding. Under direction of the Creative Director, this position ensures successful execution of tactics toward strategic goals for UCA as well as its sister entities the Urgent Care Foundation (UCF) and College of Urgent Care Medicine (CUCM).

Self-motivated individual with a keen visual sense and passion for good design. The designer will work with the internal Creative team as well as individual departments to create and communicate ideas and data in the form of digital and print mediums.

The Graphic Designer should be able to communicate clearly and effectively, both verbally and visually. Attention to detail and ability to work collaboratively is a must. Candidates should have the ability to run with a project and think out of the box

### **Principal Accountabilities:**

Collaborate with the Creative Director, Communications Director and Creative Project Manager to assist in the creation and execution of UCA marketing and visuals.

- Design and edit images and designs in collaboration with the Creative Director for marketing and visuals including web pages, flyers, emails and social media posts.
- Edit or update designs for existing projects or campaigns
- Digital media support
- Participate in organization-wide initiatives to ensure ongoing connections and understanding to develop further understanding and messaging
- Work under tight deadlines and produce for different audiences

### **Principal Activities:**

- Translate strategic objectives into design elements in both digital and print
- Prepare layouts, designs, artwork and formats for use in publication and /or exhibition design
- Layout and scale photos, marking them for proper screen values for web or print use
- Design, lay out and produce artwork such as custom images, ads, charts, posters, signs and report covers
- Flow in copy to designs and format for readability and visual appeal
- Coordinate steps needed to prepare final designs for presentation, checking and approving color, copy, text format separations, and scaling images for web and print production.

**Qualifications:**

- College degree in Graphic Design or Fine Arts preferred, or equivalent of education and experience
- 2+ years of experience as a graphic designer
- Fluency with the Adobe Creative Suite (Photoshop, Illustrator and Premier Pro)
- Fluency in Microsoft 365 tools as a user and designer (Word, Excel and PowerPoint)
- Recent design portfolio for review, with specific objectives for each piece
- Self-motivated with a keen visual sense and passion for good design
- Communicate clearly and effectively, both verbally and visually
- Attention to detail
- Ability to run with a project and think out of the box
- Experience in professional graphic design, preferably with a creative or marketing agency a plus
- Experience capturing and editing video

**Additional Requirements:**

- Clear understanding of digital file delivery for web and print, strong understanding of image standards for the web and print
- Excellent verbal and written communication skills
- Excellent analytical and organizational skills
- Ability to travel to annual meetings
- Working knowledge of WordPress or similar
- Strong web graphic design knowledge including best practices for digital outputs
- Working knowledge of composition, components and concepts
- Fluency with the Adobe Creative Suite as well as Microsoft 365 tools
- Working knowledge of web and print best practices
- Experience translating data into graphics a plus

**Base Compensation:**

\$50,000/Year (commensurate with experience)

Job descriptions represent a general outline of job duties, functions, and qualifications. They are not intended to be comprehensive in nature. In addition, jobs evolve over time and therefore their description may not reflect the precise nature of the position at a given point in time. It is UC A's policy to base hiring decisions on the individual's ability to perform essential job functions. Persons with disabilities are eligible for this position provided they can perform those functions with reasonable accommodation.