

## Graphic Designer Job Description

### **Qualifications:**

Knowledge of design and presentation software packages to include Adobe Creative Suite 4 including: Illustrator CS4, InDesign CS4, and Photoshop CS4. Knowledge of HTML, Adobe Dreamweaver CS4, Adobe Flash CS4, Adobe ColdFusion, Adobe Contribute CS4 a plus.

Comprehensive knowledge of graphic design principles, a wide variety of media, and production methods Familiarity with digital file formats (tiff, gif, eps, pdf) and the strengths and weaknesses of each. Must be able to perform a wide range of routine to complex duties including development of: publications, brochures, rack cards, posters, fliers, multimedia illustration, logo development, brand development, exhibits, and web design.

Individual must be able to multi-task and work under very tight deadlines.

Must work well in a team, with printers, copywriters, photographers, other designers, website designers and outside marketing specialists.

Must have a good understanding of the printing process, including working with and creating artwork for digital printers and presses.

Individual should have familiarity with variable data collateral (variable data mailings) and must be able to set-up artwork to work with variable data programs.

### **Essential Duties and Responsibilities**

- 1.) Create designs, concepts and sample layouts of all marketing materials including brochures, rack cards, fliers, catalogs, and mailings.
  - a. Help to ensure materials are created in a timely manner and distributed accordingly to the local and statewide region
  - b. Ensure that print materials properly communicate the brand of Kitty Hawk Kites
- 2.) Design all print advertisements for Kitty Hawk Kites with direction from the Marketing Manager
- 3.) Create, coordinate and implement in-store signage as well as

outdoor building signage and A-Frames.

- a. Includes obtaining permits and working with outside sign printers to ensure quality printing and work.
- 4.) Continue to design and finalize van wraps and box truck wraps.
- 5.) Prepare artwork for new and reprinted billboards and work with billboard companies to ensure proper creation and printing of artwork.
- 6.) Prepare and prepackage all marketing materials for print. Manage and coordinate with local and national printers to obtain the best quote for the job.
- 7.) Must be able to deliver finalized artwork to all outside sources including: magazines, printers, and all other publications.
- 8.) Work with Marketing Manger to ensure that company brand and brand attributes are used appropriately in every aspect of the company.
- 9.) Maintain current job/project list for all projects, advertisements, and other various design jobs/projects.
- 10.) Maintain and manage all Kitty Hawk Kites marketing photography and develop an easily accessible system to share photography with Kitty Hawk Kites staff, outside designers and media.
- 11.) Review final layouts of marketing materials and suggest improvements as needed.
- 12.) Work with Marketing Team on other marketing projects as needed.