



GRAPHIC DESIGNER

Industry: Not-for-Profit – Environmental
Department: Marketing
Reports to: VP of Strategic Initiatives, Marketing & Policy
Date posted: June 30, 2010
Salary: Commensurate with experience

PRINCIPAL DUTIES AND RESPONSIBILITIES

- Conceptualize creative ideas, designs and layouts for NYRP marketing and membership collateral, gala and community events, public service announcement campaigns, development and business development proposals, educational curricula and programs, and New Leaf Restaurant & Bar collateral
- Ability to facilitate creative brainstorming and design of new projects
- Produce NYRP's bi-annual newsletter, develop quarterly community gardener communications and organization's annual report
- Produce logos/brands for existing and new NYRP programs, promotional tools and merchandise
- Develop and implement a project management system to support NYRP graphic design projects and demanding timelines
- Oversee the control of quality, cost and timeliness of design projects
- Prepare master storyboards, layouts, artwork and final production mechanicals for assigned print and interactive deliverables
- Produce graphic design materials from concept to final execution – including ability to develop mock-ups of collateral materials
- Ability to manage collateral production and communicate effectively with printers and vendors regarding design requirements and changes – including proficiency in creating files correctly for press (bleeds, PDF proofing, color separations, spot 4 and color process)
- Manage relationship with photographers, and develop web-based library of NYRP photographs and images

REQUIRED QUALIFICATIONS

- Bachelor's Degree in graphic design
- Minimum 3+ years of professional graphic design experience – agency preferred
- Proven ability to utilize innovative design to advance an organization's and/or a company's brand and message
- Strong ability to proof documents for grammar and spelling
- Experience with fonts and strong typography skills
- Ability to multi-task, meet deadlines and organize multiple projects
- Effectively communicate with printers and manage mechanicals – candidate must have experience with PMS and 4-color printing techniques; conversions to CMYK; final file preparation; blueline and matchprint pre-press proofing; and an understanding of press capabilities; and environmental-friendly paper stocks and printing processes
- Adobe Illustrator, InDesign, PhotoShop and Quark skills required
- HTML and Flash experience preferred

PROFESSIONAL EXPECTATIONS

- Share a proactive approach to your work with a strong willingness to pitch in where needed
- Close attention to highest quality of work and detail
- Strong organizational and project management skills
- Commitment to apply critical thinking to all aspects of the job
- A self-starter attitude that takes beginning-to-end responsibility
- Strong business sense and the ability to apply business/strategic thinking to every project

Interested candidates are required to e-mail a resume and a PDF or URL link to your portfolio to HR@nyrp.org.

The final three graphic designer candidates must participate in an in-house design exercise demonstrating proficiency in Adobe Illustrator, InDesign, PhotoShop and Quark skills.