



Job Description: Graphic Designer  
Reports To: VP of Marketing  
Status: Exempt  
Prepared By: Sandra Garcia, VP of Marketing  
Approved By: Lisa Ewell, Director of HR  
Date: May 2019

### **About The DoSeum ([www.TheDoSeum.org](http://www.TheDoSeum.org))**

The DoSeum is San Antonio's only museum exclusively devoted to children under 10. With two floors of interactive exhibits and a variety of early literacy, science, health and art activities, The DoSeum's vision is to, as a premier educational resource, cultivate curious learners, stimulate active doers, and inspire an inclusive community. The museum's mission is to enrich minds through joyful learning and active discovery.

### **JOB SUMMARY**

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Reporting to the VP of Marketing, the Graphic Designer works closely with the Marketing team to develop the creative look, tone and feel for all visual aspects of the organization – including, but not limited to – advertising elements, logos, collateral, in-house signage, website content and more. The Graphic Designer also ensures all marketing materials are in accordance with brand style guidelines and reinforces the museum's brand identity. Additionally, the Graphic Designer helps establish a vision for growing the creativity of The DoSeum brand, provides creative direction to junior design staff/interns and ensures the brand evolves in a thoughtful, impactful way.

### **ESSENTIAL RESPONSIBILITIES**

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#### **Graphic Design/ Content Creation**

- Provides creative direction for all marketing and communication graphics
- Helps to brainstorm and develop ideas for all major marketing campaigns
- Designs, or provides direction, for all major marketing materials including:
  - Museum signage, rack cards, print, outdoor and digital ads
  - Branded graphics for new events and programs
  - Event collateral and invitations
  - Web-specific graphics
  - Support for rentals and The DoSeum store
- POC for any outsourced printing needs
- Works with the Marketing Project Manager, as organization POC for any outsourced design jobs
- Ensures all TV slides and in-museum signage remains current and accurate.
- Supervises production (or executes as needed) of all stationary, business cards, staff directory updates and employee name badges
- Helps develop creative briefs for outsourced work

#### **Event Support**

- Supervises production (or executes as needed) of signage, event wayfinding, poster-sized signage, custom maps and schedules, etc.

#### **Social Media**

- Works with Marketing team to create custom graphics for all social media channels – as needed

#### **E-Marketing**

- Works with marketing team to create custom graphics for e-communications, including monthly e-news and event-specific blasts
- Designs creative digital invitations for VIP events



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### Website

- Oversees and implements the museum's website graphics, including creating custom sized static and rotating banners/headers
- Spearheads design improvements, and serves as POC for web design agency
- Attends website training sessions as needed
- Manages all website content and maintenance

### Other

- Manages graphic design intern(s) by providing clear direction, establishing project expectations and deadlines, providing consistent feedback and conducting monthly check-ins
- Works with Marketing Project Manager to coordinate deadlines and maintain tasks via Asana
- Provides meeting recaps, as needed
- Provides recommendations when presenting work
- Shares work with VP of Marketing for final review and approval
- Ensures all final copies of creative work are stored on organization's server

### **MINIMUM QUALIFICATIONS**

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- Candidate must have at least a Bachelor's Degree in Design or other related field
- Must have at least three to five years work experience in similar field
- Must be proficient in Microsoft Office, Adobe Creative Cloud ([Photoshop](#), [Acrobat](#), [Illustrator and InDesign](#)) and email marketing design/execution
- Knowledge of WordPress; technical expertise preferred
- Video creation and editing experience preferred
- Premiere, Sony Vegas or Adobe Flash experience preferred
- Available to work weekends (on occasion)
- Motivated by the mission and values of The DoSeum

### **ESSENTIAL SKILLS**

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- Exhibit exceptional communication skills
- Develops strong professional relationships with team members, vendors, and DoSeum staff
- Possess thorough knowledge of The DoSeum brand, tenants and mission
- Works consistently to stay abreast of market research, design trends and analytics
- Presents a professional attitude both in the office and when representing The DoSeum externally
- A natural multi-tasker and able to prioritize needs
- Able to perform and maintain focus in an open space work environment
- A self-starter
- Open to creative feedback and receiving suggestions from multiple partners
- Ability to meet tight deadlines with quality work and interpret feedback from working partners

### **KNOWLEDGE, SKILLS, and ABILITIES**

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To perform the job successfully, an individual should demonstrate the following:

- **Leadership** - Manage, supervise, and lead a motivated and diverse team of staff and volunteers by establishing performance standards, hiring and developing talent, providing feedback, and ensuring the proper role for each team member.



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- **Guest Service** - Responds promptly to Guest inquiries and complaints. Demonstrated Guest service skills and commitment to model those skills for colleagues.
- **Analytical, Problem Solving, & Organizational Skills** - Gathers and analyzes information skillfully and can efficiently execute on multiple priorities, plans, and ideas. Ability to work in a complex organization. Interacts professionally with colleagues and demonstrates willingness to negotiate and compromise. Ability to meet critical objectives while considering the impact of those decisions and activities on the ability to achieve long-term goals.
- **Communication & Interpersonal Skills** - Clarity of speech, remaining calm and focused, make effective presentations to diverse groups. Edits work for correct data, spelling, and grammar. Ability to read and comprehend simple instructions, short correspondence, and memos.
- **Ethics & Judgment** - Treats all people with respect; works with integrity and exhibits sound judgment; upholds and demonstrates museum values. Willingness to embrace change introduced by others.

### **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

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The physical demands and work environment described here are representative of those an employee may encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Flexible working hours; requires working weekends, evenings, and holidays
- Variable exposure to noise, weather and elements
- Constant working with the public and employees
- Regularly required to stand, sit, walk for extended periods of time
- Ability to lift up to 25 lbs.

### **APPLICATION PROCEDURE**

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Submit resume, the names of three references and cover letter indicating interest and qualifications to [hr@thedoseum.org](mailto:hr@thedoseum.org). Please reference "Position: Graphic Designer" in the subject line.

*The above statements are intended to describe the general nature of work performed by the Graphic Designer. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of this position, which can be revised at the discretion of the VP of Marketing. The DoSeum is an equal opportunity employer.*