

BINDER PARK ZOO

GRAPHIC DESIGNER

Mission Statement: Connect. Inspire. Conserve. Connect people with nature. Inspire them to conserve.

REPORTS TO: Manager of Marketing and Development

SEASONAL OR NON-SEASONAL: Non-seasonal, benefited

FLSA STATUS: Hourly, Non-Exempt

POSITION SUMMARY:

Assist the zoo in accomplishing its mission through the consistent production of high quality graphic materials that attractively and effectively communicate the various messages and branding of the zoo.

POSITION REQUIREMENTS:

- Three years of previous graphic design experience with portfolio.
- Bachelor's or Associate's degree in Graphic Design, Fine Art or related field is preferred.
- Possess a keen attention to detail, an adaptive eye, and a clear understanding of the principles and elements of design.
- Able to creatively convert written or spoken ideas into visually pleasing finished products combining typeface, images and other elements for use in print and digital media.
- Proficient using various design software tools like Photoshop, Illustrator and InDesign.
- Possess knowledge of design and photo editing software. Video capabilities are a plus.
- Able to use a vinyl cutter, laminator, copy machine and digital camera.
- Able to create graphics required for the function of the zoo including, but not limited to maps, brochures, flyers, posters, ads, signs, banners, logos and more.
- Coordinate with outside vendors, suppliers or agencies as needed.
- Able to prioritize and manage multiple projects simultaneously.
- Able to meet deadlines and work in a fast-paced environment.
- Able to absorb and apply constructive criticism.
- Possess a valid driver license.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Collaborate with zoo staff to develop, create and maintain informational and educational graphics at exhibits and in the park.
- Able to produce hand drawn or hand painted graphics as needed
- Maintain the zoo's library of digital images and graphic files
- Organize and maintain materials in the Graphics Room and Graphics Barn
- Communicate and relate positively with Marketing team members, other staff, volunteers and guests.

OTHER DUTIES AND RESPONSIBILITIES:

- Comply with all Binder Park Zoo policies and procedures.
- Participate in special zoo projects and events as needed.

SUPERVISORY RESPONSIBILITIES:

- Able to manage a seasonal department intern and/or volunteer(s)

PHYSICAL AND ENVIRONMENTAL DEMANDS:

- Able to work outdoors and on various terrains in all weather conditions.
- Able to climb and stand on various types of ladders without supervision.
- Able to use various tools (drills, saws, hammers) without supervision to install/remove signs, banners.
- Able to work a flexible schedule that may include weekends, evenings and holidays as needed
- Able to read, speak, and write English in order to fulfill job functions in an understandable way.
- Able to sit, stand, bend, lift and move intermittently throughout the day.
- Able to lift and carry 50 pounds at times, not repetitively.
- Able to drive motor vehicles such as a golf cart.

APPROVAL: _____
Supervisor Signature

Date

STATEMENT OF UNDERSTANDING AND ACCEPTANCE:

I have received a copy of the job description for Graphic Designer. I have read the requirements as outlined and understand this is not an exhaustive list of duties, but an overview of the general duties and responsibilities of the position.

Binder Park Zoo offers employment opportunities, education programs, and services without regard to race, color, religion, national origin, disability, age, height, weight, marital status, gender, sexual orientation, or gender identity.