

## **GRAPHIC DESIGNER**

Department: Marketing & Communications

Reports to: Director of Communications & Digital Media

FLSA: Exempt



Transforming Philadelphia through the power of film.

As the producer of the Philadelphia Film Festival and creative force behind the Philadelphia Film Center, PFS Bourse Theater, and PFS Drive-In at the Navy Yard, the Philadelphia Film Society (PFS) raises awareness of film as an important art form in Philadelphia and serves as a vital piece of the city's arts and culture community.

The Graphic Designer will assist in raising marketing and consumer awareness of the Philadelphia Film Society including the Philadelphia Film Center, PFS Bourse Theater, and the Philadelphia Film Festival through the creation of design materials that support an integrated marketing strategy, which includes a combination of traditional and digital marketing channels, social media, email campaigns, digital/print advertising and media relations.

### **PRIMARY DUTIES AND RESPONSIBILITIES**

- Create compelling design solutions that executes the organization's branding strategy for all print and digital graphic needs
- Coordinate the design and implementation of all advertising and email campaigns
- Develop graphics for product illustrations, logos, and websites
- Update and maintain a style guide in accordance with brand standards in collaboration with staff members
- Coordinate the development of marketing support materials to assist development and membership efforts
- Organize graphic needs for the annual Film Festival, including but not limited to concept art, cover art, the layout of the program guide, signage, promotional materials, and supporting work conducted by outside contractors
- Review designs for errors before printing or publishing
- Assist with online marketing efforts, including online event listings, websites and blog, social media (Facebook, Twitter, and Instagram) and traditional media (newspaper, radio, and print materials)
- Support email campaigns and any cross-promotional graphic needs
- Maintain and update hard copy and computer files of all completed marketing projects
- Maintain inventory of promotional materials (i.e., brochures, flyers, giveaways, etc.)
- Other duties as assigned

### **SKILLS**

- Developing, designing, and producing graphic art that satisfies a creative brief
- Proficiency in Adobe Creative Suite
- Knowledge of typography, color, and production
- Familiarity with animation and GIF creation
- Knowledge of video editing
- Copy editing experience is a plus
- Ability and willingness to quickly adapt to new technologies
- Excellent time management and organizational skills
- Exceptional creativity and innovation
  
- Ability to develop constructive and cooperative working relationships with others; is adept at creating a positive, collaborative and entrepreneurial work environment

**PHILADELPHIA FILM SOCIETY**

Philadelphia Film Center | PFS Bourse Theater | Philadelphia Film Festival

1412 Chestnut Street | Philadelphia, PA 19102 | [www.filmadelphia.org](http://www.filmadelphia.org)

- Excellent verbal and written communication skills with exceptional attention to details
- Maintains professional growth and development through continuing education, including participation in conferences, workshops, and professional affiliations

## **QUALIFICATIONS**

- Minimum of a Bachelor's degree, ideally in graphic design or related degree, or equivalent work experience required
- A successful track record in setting priorities; keen analytic, organization, and problem solving skills which support and enable sound decision making
- Experience having worked with a high-performance, collaborative, constructive peer group
- Personal qualities of integrity, credibility, and a commitment to and passion for PFS's mission

Salary and benefits are competitive and commensurate with experience. The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, or be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications, and objectives required of employees assigned to this job, nor is it to be interpreted as a contract for employment. PFS is an Equal Opportunity Employer. Recruitment, hiring, promotions, and other terms, conditions and privileges of employment shall be maintained in a manner that does not discriminate on the basis of age, race, creed, color, national origin, sex, sexual orientation, gender expression, marital status, physical or mental disability, veteran status, or military status, or in violation of any applicable Federal, state or local legislation.