



Position Description: **PUBLICATIONS DESIGNER**

FLSA Status:	Hourly	Reports To:	Creative Director
Position Status:	Full-Time	Direct Reports:	N/A
Department:	Creative	Location:	Charlotte, NC

Position Summary and Purpose: The Publications Designer fulfills graphic design needs for client projects by designing and producing custom magazines, creative books, interactive microsites, and effective marketing materials. The role of this position is to create, design, develop, and accurately produce creative publications (in print, digital, and interactive formats), as well as design and produce effective marketing and promotional campaign designs. This position requires a strong creative and service mindset to professionally and creatively serve internal and external contacts. This creative designer will oversee projects from their initial phase of client review through the final stage of production and distribution and deliver projects in a timely, accurate, creative, and efficient manner. This person will embrace and strive to exemplify SPARK Publications' core values, which include creativity, love, service, respect, gratitude, and continuous growth.

ESSENTIAL RESPONSIBILITIES

- Design, produce, and manage a variety of publication and digital marketing projects using expert-level knowledge and application of InDesign and other tools from the Adobe® Creative Cloud.
- Design and produce technically accurate projects from start through finish.
- Develop unique, effective, and creative solutions for infographics, page layouts, and each project.
- Apply strong organizational skills for graphic elements and files structures.
- Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, aesthetic design concepts, and brand style guides.
- Provide effective and creative ideas in the concept development process as needed.
- Direct photo shoots on location or virtually to meet approved concepts.
- Demonstrate top-level accuracy on client requests, technical execution, and project mission.
- Track, organize, and implement project activity and report updates to the team and clients.
- Track and manage time and budgets to ensure maximum profitability on all projects.
- Track and proof multiple print and digital projects and provide update summaries to team and clients.
- Maintain current knowledge of the latest tools and techniques for designing, producing, and distributing content.
- Work directly with magazine, book, catalog, website, and marketing clients, contractors, and vendors.
- Learn and apply new techniques in print and digital.
- Design projects for use in a variety of media mediums.
- Provide layout and project proofs to appropriate member of management team for review, changes, and/or approval.
- Review final product and suggest improvement if needed on team projects.
- Oversee print production of jobs to ensure quality standards are met.
- Work within assigned timelines and produce materials that serve the intended function.
- Other duties as assigned by manager.

EDUCATION AND TRAINING

- A post-secondary degree in graphic design and four (4) years of work experience or a combination of education and minimum three years full-time work experience.
- Strong track record as an implementer who thrives on managing a variety of projects simultaneously

SKILLS AND COMPETENCIES

- Has extensive experience and high proficiency with Adobe® Creative Suite, Mac systems, Microsoft Office software programs, and other industry-specific computer software.
- Possesses excellent English communication skills and the ability to utilize those skills on a daily basis to connect with the internal team, clients, and vendors in a timely and concise manner.
- Has technical knowledge of outputting files for print and digital formats.
- Works collaboratively with all internal and external personnel.
- Listens to others.
- Works well in a team environment.
- Presents ideas clearly and concisely.
- Presents self in a professional manner.
- Keeps workspace and project files well organized.
- Manages projects efficiently and helps project teams remain organized.
- Adapts to change in the work environment, managing competing demands and frequent changes.
- Solves problems creatively through analysis and recommending appropriate solutions based on knowledge and company procedures.
- Will work extended hours including nights, weekends, and holidays if required or requested.
- Multitasks efficiently and effectively.
- Works well under pressure and tight deadlines.
- Meets those deadlines.
- Manages workload independently.
- Prioritizes work activities to use time efficiently and effectively.
- Demonstrates integrity, strong character, and a strong commitment to the mission and values of the organization.
- Demonstrates maturity in decision-making and initiative all while being a team player and collaborator.
- Pays close attention to details.
- Arrives at work on time, follows instructions, and responds to manager's instructions consistently.

PHYSICAL DEMANDS AND WORKING CONDITIONS

The Publications Designer will have an assigned workstation, telephone, and computer. This position requires prolonged sitting and repetitive typing/using a keyboard, as well as lengthy amounts of time viewing a computer screen. The position may involve walking and standing. This position also requires regular stooping, squatting or kneeling, reaching and bending, and the

ability to lift up to 25 or more pounds. The ability to focus on tasks and interact with others including talking, listening, and responding both verbally and written is required. This position also requires communication with clients either by phone or electronic mail. Driving, travel, and phone usage may be required. This position may be eligible to work remotely on occasion.

DISCLAIMER

The above statements are intended to describe the general nature and level of work being performed by persons assigned to this position. They are not intended to be an exhaustive list of all associated responsibilities, skills, efforts, or working conditions. SPARK Publications

reserves the right to change, amend, add, delete, and otherwise assign any and all duties, responsibilities, and position titles as it deems necessary to meet the needs of the business.

Employee Signature

Date