

## PULSE Graphic Designer (Web Emphasis)

**Job Status:** Regular Full time - Non Exempt

**Department:** Communication

**Reports to:** Office & Creative Director

**Updated:** August 2017

### Primary Objective(s) of Position

- I. Design and develop the various PULSE web platforms. Considering the overall PULSE web presence and online experience
- II. Create high quality visual images and materials to be used by PULSE that exemplify world class branding and adhere to the PULSE style guide including tone, energy and technical aspects
- III. Participate as a key contributor within the Communications Team

### Core Competencies:

- I. Art or graphic design related degree
- II. Strong web design and development background
- III. Fluent in graphic design best practices and ability with Adobe Creative Suite as well as the aptitude to support such systems by learning the necessary skills and familiarity or experience with web publishing, HTML (Word Press), Salesforce.com, Pages, Numbers, Keynote, Google apps for business.
- IV. Strong attention to detail
- V. Project management - ability to plan, schedule and handle multiple design projects for various departments of PULSE

### Objectives and Responsibilities:

#### ➔ Design Production

- Design web ready and print ready graphic files and layouts for promotional materials, event advertising, internal documents, Internet use and other applications as needed.
- Edit previously designed materials and files to fit current needs.
- Update, build, and evolve PULSE web presence through our various PULSE web platforms.
- Stay aware of any industry-wide changes in tools and technology, communicating trends to PULSE as appropriate.
- Work with Creative Director to flesh out design concepts and create advertising collateral
- Fulfill design requests and other tasks in a timely and efficient manner.

#### ➔ Graphic File Archive

- Organize and maintain files used in production of materials for ease of reprint or for reference
- Edit and re-touch photographs as necessary ensuring that all photographic images used b PULSE are of the best quality possible.
- Sort through event photos deciding which should be added to the archive and made available for use in materials

#### ➔ Merchandise

- Working with Creative Director and various campaign directors, design images for use in PULSE merchandise and promotional materials
- Think creatively and make recommendations regarding merchandise, design and products.

#### ➔ Organizational Responsibilities

- A follower of Jesus Christ and in agreement with the PULSE Statement of Faith, vision and mission.
- Develop strong relationships and work in cooperation with other PULSE team members.
- Team player and leadership skills in project management with strong interpersonal skills to oversee all necessary development, trouble shooting, and timely resolution to all technical aspects of PULSE.
- Professional demeanor and approach

#### ➔ Other Responsibilities

- Engage in personal and team development opportunities presented by PULSE Leadership.
- Follow all policies and procedures outlined the PULSE employee manual.
- Assist and perform any and all other duties as assigned.