

GRAPHIC DESIGNER (WEB)

Job Status: Regular Full time - Exempt
Reports to: Communications Director

Department: Creative
Updated: March 2019

PRIMARY OBJECTIVE OF POSITION

- Design and develop the various PULSE web platforms considering the overall PULSE web presence and online experience
- 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.
- Serve as a part of the creative team to develop new brands, conceptualize marketing campaigns, produce videos, and more
- Participate as a key contributor within the Creative Team

CORE COMPETENCIES

- Art or graphic design related degree
- Basic knowledge of HTML and CSS is required
- Advanced Photoshop and Illustrator skills
- Knowledge of WordPress standards and functionality
- Strong attention to detail
- Project management skills—ability to plan, schedule and handle multiple design projects for various departs of PULSE

RESPONSIBILITIES

Website Design & Development

- Conceptualize original website design ideas that bring simplicity and increase user engagement
- Create wireframes, storyboards, user flows, process flows, and site maps
- Manage all technical backend of website internally or through contractors, including databases, domain hosting, and editors
- Stay up-to-date with the latest web trends, techniques, and technologies

Design Production

- Design and create materials for use by other departments including stationary, fliers, posters, social media graphics, signs, banners, and more
- Edit previously designed materials and files to fit current needs
- Create web and print ready graphics, working with outside vendors to ensure pieces are printed correctly

Design & Branding

- Establish and promote PULSE design guidelines, best practices, and



standards

- Work closely with Art Director and creative team to ensure that the PULSE brand is consistent through all our platforms
- Be an active part of our Creative Incubation team—regularly contributing new ideas and direction for our online platforms

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.