

## Colorado Public Radio Job Description (July, 2020)

**Position:** Graphic Designer  
**Reports To:** SVP, Audience & Platforms  
**FLSA Status:** Exempt  
**Department:** Audience & Platforms

### Summary:

The Graphic Designer conceptualizes, designs and executes creative concepts, by hand or using computer software, to consistently and clearly communicate the company's brand identity, positioning and messaging through all brand touch points (including print, radio, digital, email, social media, events, B2B and B2C marketing collateral, internal marketing, etc.).

The designer develops the overall layout and production design for advertisements, brochures, collateral, presentations, and reports. They will execute CPR's brand-focused creative and work in collaboration with key managers to showcase and elevate the brand(s). This strategic, conceptual thinker will have a wide range of design capabilities and experience, with a solid background in visual communications, commercial art, print, digital, photography, branding, and typography.

### Essential Duties and Responsibilities:

- Translates client needs and branding strategies into design strategies
- Designs and produces marketing communications (print and digital) pieces
- Assists in developing systems, checklists, or procedures for position as needed
- Designs visual concepts using graphic design tools including design software
- Designs material within brand standards
- Selects colors, fonts, photographs, layouts and other design elements to communicate creative concepts
- Presents design work at various stages for review and final approval
- Articulates and pitches design concepts to clients, art directors and others
- Works directly with Development on collateral that highlights the brand and incentivizes fundraising – premium products, underwriting media kit/sales tools, digital campaign graphics, etc.
- Creates flexible library of collateral for sales and membership
- Researches industry trends, case studies and digital initiatives to stay-up-to-date and bring new ideas to campaigns
- Other duties as needed and assigned

### Core Competencies:

- **Change/Adaptability/Flexibility:** Adapts to change that benefits CPR, is open to new ideas, takes on new responsibilities, handles pressure, adjusts plans to meet changing needs.
- **Communication:** Communicates well both verbally and in writing, promptly shares information and ideas with others throughout the organization as appropriate, has active listening skills, can negotiate and persuade as needed.
- **Results Focus/Initiative:** Targets and achieves results, sets challenging goals, prioritizes tasks, overcomes obstacles, accepts accountability, sets high standards and takes

responsibility, provides leadership/motivation.

- **Collaboration:** Working collaboratively with others to solve problems, achieve common goals and positive results. Listens to others and values opinions. Is open with other team members and expresses disagreement constructively. Seeks opportunities to work on teams as a means to develop experience and knowledge.

#### **Education and Experience Requirements:**

- 4-5 years of experience in graphic design with an established agency or marketing department, working in both print and digital
- Mastery of graphic design software
- Solid knowledge of design and visual principles
- Demonstrated portfolio showing creative, design and software skills
- Ability to evaluate choices critically, with the customer needs in mind
- Ability to communicate design choices clearly
- Excellent interpersonal written/verbal/listening skills
- Significant independent judgment for creative direction and strategic planning abilities required
- Strong attention to detail and the ability to manage multiple deadline-driven projects
- Strong project management skills and ability to work independently and solve problems