

MICHIGAN ASSOCIATION OF SCHOOL BOARDS JOB DESCRIPTION

JOB TITLE: Creative Designer
DATE: January 2023
DEPARTMENT: Communications, Public Relations and Marketing
REPORTS TO: Director of CPRM
SUPERVISES: Not applicable

JOB SUMMARY: As part of the Communications, PR and Marketing team, the Creative Designer is MASB's creative collaborator who directs and produces graphic content for the Association. This team member is passionate about design and demonstrates talent and enthusiasm for crafting compelling visual projects and publications. As the lead photographer for MASB, the Creative Designer maintains and develops the photo library for use in a variety of creative applications. A key brand ambassador, the Creative Designer capably translates meaning and tone into visuals that reinforce MASB's mission and vision. This person is integral to the CPRM team, lending naturally curiosity, creativity and craft to team planning and content strategy.

Essential Duties:

- Works under the general guidance of the Director of CPRM and alongside the CPRM team to ideate and deliver visual designs and publications
- Grow and maintain the MASB brand identity, including educating and encouraging adherence to guidelines across the Association
- Champion the MASB brand by developing brand guides and branded templates for use across the Association and ensure that all creative assets reinforce the brand
- Collaborate across the Association to determine best-fit creative collateral and strategies that achieve determined goals
- Strategize creative collateral deployment and delivery to support MASB Communications, PR and Marketing efforts
- Develop and maintain visuals and style sheets for the MASB website
- Capture, edit and catalog high-quality photography
- Coordinate with outside vendors when appropriate, including print and mail houses, creative agencies and other contracted parties

Qualifications:

- 2-year degree in graphic design or similar field
- 3+ years of graphic design experience
- 2+ years photography experience

Required Competencies/Abilities:

- Skilled understanding of design principles and artistic/stylistic trends and effectively applies this knowledge to design projects
- Has a growth mindset and is passionate about developing their creative voice and technical skills across time
- Proficient in the Adobe Creative Suite, including InDesign, Photoshop, Lightroom, Illustrator and Acrobat
- Skilled understanding of photography principles, hardware and software
- Excellent communication skills – written, spoken and listening
- Collaborative and team-minded

- Strategic and creative thinker and problem solver
- Organized and attentive to detail
- Executes plans with excellence by deadlines
- Knowledge of print processes
- Knowledge of industry trends and standards

Preferred Competencies/Abilities:

- Able to brainstorm and present ideas using mock-ups, sketches or similar vehicles
- Understands and prepares budgets and schedules
- Experience in front-end web design (general HTML/CSS)
- Experience with user experience software (Adobe XD or Figma)
- Experience in a public school system, state or community college or nonprofit preferred

Working Conditions and Physical Demands:

Work will be conducted primarily in an office setting and may include long hours on the phone and computer keyboard. Some in-state and limited out-of-state travel is required to attend conferences, serve at district functions and teach classes. Some weekend and after-hours work required. Occasional lifting required (up to 30 lbs.).

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Salary/Benefits:

This is a full-time salaried position, with compensation commensurate with experience; the preliminary salary range is \$50,000-60,000. MASB offers a full benefits package that includes full family health, dental, vision, life and long-term disability insurance, along with employer contributions into a 401(k) plan. Regular workdays are Monday through Friday, 8 a.m. to 5 p.m.; some night and weekend work required. Paid time off includes sick, vacation, holiday and personal days. MASB is not part of Michigan's Public School Employees Retirement System.

Application Procedure:

Interested candidates should submit their resumes and cover letter to HR@MASB.ORG. MASB intends to conduct interviews as qualified applicants are received until filled. MASB is committed to improving diversity, equity and inclusion in our workplace, and we are currently seeking to attract, recruit and retain people from diverse backgrounds.

ADA and EOE Employer:

The information in this job description is for compliance with the Americans With Disabilities Act and is not an exhaustive list of the duties performed for this position. The Employer retains the right to change or assign other duties to this position.

Equal Opportunity Employer: The Michigan Association of School Boards ensures equal employment opportunities regardless of race, creed, gender, color, national origin, religion, age, sexual orientation or disability.

Values Statement:

We, the MASB staff, are committed to a workplace that:

Focuses on members' success;

Builds trust, respect and understanding;

Values inclusion and diversity;

Supports each other; and

Embraces and drives purposeful change that promotes growth.