



JOB DESCRIPTION

JOB TITLE:	Digital Graphic Designer
JOB CODE:	3876
NORMALLY REPORTS TO:	Intranet & New Media Manager
INTERACTS FREQUENTLY WITH:	Communications department associates; HQ departments in particular IT and Marketing; branch management and associates

JOB OBJECTIVE: Envision and design cutting edge and intuitive front-end digital Web and print solutions largely for the evolving SharePoint corporate intranet that serves 18,000 associates. Also responsible for creating email templates and other communications collateral as requested.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

In addition to the essential job functions described below, all associates will perform duties as requested by management.

- Produce and create digital Web and print solutions, including SharePoint 2010 intranet Web pages and custom page layouts, email templates, reports, signage, banners, etc.
- Translate requirements into wireframes and mockups
- Provide user-centered design expertise from concept to delivery
- Collaborate with stakeholders to ensure consistency of brand identity
- Ensure graphic solutions are optimized for integration, performance, usability and sustainability
- Improve intranet's look and feel via user experience, content readability, content governance adherence, image/icon fixing, Web part placement/fixing/updates, etc.
- Work closely with the IT department to ensure continuation of a stable production environment
- Configure and manage SharePoint 2010 search scopes and results manipulation

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:

- A general understanding of all aspects of Corporate Communications
- Self-starting individual with proven ability to take ownership for results and driving change
- 3+ years experience designing front end user interface Web solutions using Adobe Creative Suite (i.e. Illustrator, Photoshop, Dreamweaver)
- Must know CSS, HTML, and have hands-on experience of content management systems
- Experience creating style guides, master pages, master templates and CSS for use preferably in SharePoint 2010 and/or SharePoint 2013
- Must be able to collect/understand requirements and design, explain, and negotiate feedback on wireframes and mockups
- Expert in user-centered design process, specifically related to accessibility and Web standards
- Proven experience in handling relationships with employees, content administrators, stakeholders, IT teams and external agencies
- Strong customer service, negotiation and influencing skills
- Experience in working with a variety of specialties and levels of experience

- Excellent planning and organizational skills
- Experience with project and change management processes
- Must be able to handle confidential information and deal with issues sensitively
- Ability to prioritize, multi-task and meet deadlines

PREFERRED KNOWLEDGE, SKILLS, AND ABILITIES

- Working knowledge of search engine optimization best practices, specifically for SharePoint
- Desire to learn SharePoint metadata, search scope configuration, and search results manipulation management
- Working knowledge of Silver Pop or similar software for email automation management and template creation
- Experience working on mobile projects with understanding of mobile design elements, considerations and limitations for Android/iOS
- Experience using internal social media solutions

EDUCATION REQUIREMENTS:

Bachelor's degree in fine arts, graphic design, marketing, or related field OR at least five years experience as a graphic designer and/or Web designer professional

PERFORMANCE MEASUREMENTS:

- Level of customer service (measured via customer satisfaction, accuracy of work, number of errors, quality, etc.)
- Response time to customer
- Project completion
- Customer feedback
- Productivity
- Team player (leadership, attitude, support of team members/management)
- Creativity
- Innovation

PHYSICAL REQUIREMENTS:

- Vision: minimum vision required to prevent injury from oneself and others
- Hearing: perceiving the nature of sounds with or without correction
- Talking: expressing or exchanging ideas by means of the spoken word
- Lifting small weighed objects constantly; 10 pound objects frequently and 20 to 30 pound objects occasionally

ATTENDANCE REQUIREMENTS: Attendance on a regular, consistent basis is mandatory, including arriving at the time scheduled by your supervisor daily.

ADDITIONAL REQUIREMENTS:

Must provide a demonstrable portfolio of work

TERMS OF EMPLOYMENT:

Full-time, Salaried, Exempt

SALARY:

Commensurate with experience