

PLEASE TOUCH MUSEUM®
Position Description

GRAPHIC & DIGITAL DESIGNER

Reports To:	Director, Marketing	Department:	Marketing
Direct Reports:		Division:	Marketing & Communications
FLSA Status:	Exempt	Effective Date:	FY19
Status:	Full-Time	Hours / Week:	40

Background

Please Touch Museum, the Children’s Museum of Philadelphia (PTM) was founded in 1976 and was the first children’s museum to focus exclusively on young children ages birth to seven. PTM is multidisciplinary, providing exhibits and programs in the visual and performing arts, including theater, music and dance, literacy, humanities, math and science. PTM’s exhibits are themed environments that are hands-on and interactive helping children to learn, develop and practice the skills they need to be successful 21st-century learners. The mission of Please Touch Museum is change a child’s life as they discover the power of learning through play. In 2008 PTM moved to Memorial Hall in Fairmount Park, a National Historic Landmark Building built for the 1876 Centennial Exhibition.

Position Summary:

Graphic & Digital Designer is responsible for conceptualizing, creating, and implementing design solutions that have a high visual impact, attract new and diverse audiences and communicate museum messages effectively, while elevating and maintaining consistent presentation of the museum’s visual brand identity. The position manages all creative elements related to the museum’s visual, experiential, web and digital communication needs and works on a wide range of projects that include but are not limited to promotions, advertisements, marketing and fundraising collateral, invitations, web graphics, email and digital communications, internal and external signage, wayfinding and exhibit graphics. This position is responsible for website updates, ensuring the museum site is current and fresh. Additionally, this position oversees and sources photography, and develops and maintains photo archives.

Essential Functions:

- Designs, conceptualizes and creates graphic and digital materials, from concept to production including, but not limited to, promotions and advertisements, marketing and fundraising collateral, program and outreach materials, invitations, web and email graphics, digital communications, internal and external signage, wayfinding, and exhibit graphics in a timely, creative, cost effective manner.
- Maintains the user interface and overall customer experience for our websites and applications. This includes content updates, overall navigation flow, layout of specific pages and creation of individual graphic elements within the framework of the site.

- Works closely with internal clients across museum departments and/or creative consultants to determine project designs needs.
- Coordinates scheduling, processing and handling of collateral/artwork from conceptualization to completion, manages workflow of deliverables, and ensures projects are completed on time and budget.
- Assists Director, Marketing to establish and maintain procedures for project requests. Prioritizes and keeps timely, well organized job log.
- Elevates and maintains consistent presentation of the Museum's visual brand identity.
- Aids in developing and maintaining museum graphics and web style guide.
- Ensures all communications adhere to museum brand guidelines. Develops templates and graphic formats which build on museum branding standards. Sets the tone for consistent graphic communication standards museum wide, ensuring a unified brand to the public.
- Participate in efforts to improve quality of website and other electronic publications as required. Updates, maintains and publishes the website content and graphics. Collaborates within Marketing & Communications department and across museum to maintain accuracy and freshness of website.
- Ensure that all design elements, templates and finished solutions work within a variety of browser types and screen settings along with the constraints set by development and design.
- Monitors and maintains the museums web-based project management software (Basecamp) and leads employee training sessions.
- Develops and maintains relationships with printing vendors, negotiates rates and manages bids and contracts.
- Tracking of budgets.
- Other duties as assigned.

Minimum Qualifications:

- Bachelor's degree with emphasis on Graphic Design, Art, Advertising/Public Relations with a strong emphasis on graphic design or related area.
- Minimum 3 to 5 years' experience in graphic and web and digital design work in a collaborative environment preferably in a museum or cultural institution.
- Proficient in digital and web design with 1 to 2 years' multimedia and interactive content design experience.
- Portfolio of past work required to submit.
- Advanced demonstration of experience in graphic design.
- Experience creating design solutions that speak to children.
- Website content management experience.
- Illustration experience a plus.
- Complete understanding of design to print and web process (how completed files should be received by the printer, including high resolution photos, and spot breakdown, line screens and font usage).
- Clear, strong understanding of good visual design for children and families.
- Broad knowledge of art and design fundamentals. Generate new ideas and approaches; devising imaginative, original, visual solutions to design problems.
- High level of initiative, problem-solving and project management capabilities.
- Ability to prioritize and work well independently as well as in a team environment. Highly organized with meticulous attention to detail.
- Monitor/maintain workflow of projects in web-based project management software. Ability to manage multiple projects simultaneously.
- Able to execute at a high level, under tight deadlines with the ability to prioritize workload.
- Proficiency in design applications. High level of proficiency in Mac computer programs: Adobe

Creative Suite (Illustrator, Photoshop and InDesign). Basic knowledge of web content management systems. Additional knowledge of PC; basic knowledge of HTML; web software a plus. Full understanding of web design principals.

- Maintains a catalogue system for project files, photography and digital assets.
- Strong written communication with the ability to take direction. Strong communication and presentation skills. Excellent listening and comprehension skills.
- Ability to be tactful, respectful and polite when dealing with clients.
- High standards and measures for quality control; able to maintain high standards, accuracy and consistency despite pressing deadlines.

Please Touch Museum offers an excellent working environment; a comprehensive benefit package and competitive salary. To apply for this opportunity, please mail your cover letter, resume, accomplishments, and portfolio to: Chief Human Resources Officer, Please Touch Museum, 4231 Avenue of the Republic, Philadelphia, PA 19131: Email: employment@pleasetouchmuseum.org fax: 215-581-3182 Office telephone: 215-581-3189 EOE

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