



**POSITION DESCRIPTION:** Graphic Designer Grade: 7  
**Department:** Marketing & Communications Non-exempt  
**Reports to:** Associate Director of Marketing and Communications

### **Position Summary:**

*In this position, your duties will include, but are not limited to, the graphic design, development and execution of Dime's marketing and communications programs, creative campaigns and branding projects including designing for all types of creative media – brand identity, advertising, print, web, email, direct marketing, digital marketing, social media and video production*

### **Key Responsibilities**

- Design marketing collateral and campaigns for all levels of marketing and communications lines including branding, advertising, print, web, social media and video
- Translate business strategy into graphic and interactive experiences
- Provide all levels of graphic design support to marketing and communications functions

### **Key Functions - may include, but are not limited to:**

- Ensure company service standards are continually achieved in areas of responsibility
- Prioritize projects based upon business needs and determine guidelines for evaluating benefits and risks for certain marketing and communications engagements
- Create advertising materials for web, print, social media, digital et. al.
- Work with vendors as needed on pricing and production of collateral
- Create and maintain effective promotional and collateral materials for lines of business
- Maintain timely and accurate advertising files to ensure compliance with auditors
- Maintain literature, brochures and other marketing materials and ensure the availability of this literature to branch resources and departments
- Assist in ensuring compliance, accuracy and brand integrity in the review of advertising copy, brochures and other marketing materials

### **Professional Education and Experience**

- Bachelor's degree in marketing, communications, graphic design or a related field

required

- 1 to 3 years' experience in a graphic design marketing environment, with experience on the business or agency side preferred

### **Graphic Design Education and Experience**

- Strong knowledge of Adobe Creative Cloud on Mac platform
- Experience with web development and design (HTML, CSS, JavaScript) a plus
- Experience with Illustrator, proficiency in InDesign and Photoshop skills preferred
- Ability to operate iOS devices, personal computers, tablet PCs, multifunction equipment and various printers.
- Working knowledge of various software, including, Apple OSX, Microsoft Windows XP & 7, MS office Suite, Adobe Creative Suite including Photoshop, Illustrator, InDesign, Dreamweaver, and WordPress + basic understanding of HTML 5, Constant Contact or similar email communication systems
- Knowledge and experience with video Software such as Final Cut Pro and iMovie a plus

### **Key Job Requirements**

- Ability to work efficiently and able to handle multiple projects under intense deadline pressure
- Excellent organizational skills, follow-through and ability to multi-task
- Strong organizational, time management and communication skills
- Must be detail oriented, motivated and self-disciplined
- Must have the ability to work effectively in a fast-paced environment managing multiple projects with rapidly shifting priorities