

**PACIFIC PRESS® PUBLISHING ASSOCIATION
JOB DESCRIPTION**

POSITION TITLE: Graphic Designer

REPORTS TO: Vice President of Sales and Marketing

SUMMARY: Utilizes graphic arts skills, technology, invention, and imagination to design a wide array of marketing, advertising, and merchandising materials including magazine design, paperback and hardback book covers, marketing posters, inside book design, print ads, display graphics, in-store signage, magazine posters, catalogs, and other collateral advertising materials as assigned. Web design skills are a plus. May also be asked to format an entire book. Function as art-director/designer for El Centinela Magazine.

ESSENTIAL FUNCTIONS OF THE JOB:

- I. Conceptualize and design EL CENTINELA magazine.
- II. Facilitate the marketing strategies of marketing and sales directors to develop new markets or revitalize existing ones. This may include experimentation with projects and products.
- III. Provide design for all advertising, including display ads, catalogs, special mailings, coupons, magazine inserts or wrap-arounds, and all collateral advertising materials.
- IV. Conceptualize and design paperback and hardback book covers.
- V. Coordinate with the stakeholders of all in-process projects to set priorities in order to meet the many competing deadlines.
- VI. Get final approval of the finished design and illustrations/photos from the VP of Sales and Marketing.
- VII. Give final package to the Administrative Director of Advertising to check for completeness, and give complete information for purchase order or work order to advertising secretary.
- VIII. Work with the Administrative Director of Advertising in managing the display resources of the company, and if necessary coordinating the design, construction, shipping, and booth set up at trade shows.
- IX. Provide support to other departments to answer design-specific questions.
- X. Process all reprint requests for book covers designed in the advertising department.
- XI. Maintain regular attendance at work.
- XII. Comply with Pacific Press employee handbook guidelines.
- XIII. This job description is not intended to be all-inclusive; the Graphic Designer will also perform other reasonable related business duties assigned by the Creative Director of Advertising and administrative Director of Advertising.

EXPERIENCE: Have proficient ability in commercial art and design using current design software. Be knowledgeable in commercial art, photography, and advertising styles. Show ability to prioritize multiple jobs, manage electronic files, work well under time pressures, interact professionally with contract illustrators, photographers, and clients, and meet production deadlines. Must understand the basic principles of advertising/marketing and work well as a team member.

EDUCATION: A B.S Degree in graphic or advertising design, or equivalent in work experience.

PHYSICAL

REQUIREMENTS: Good health with good eyesight; good color perception; good manual dexterity; good eye-hand coordination; accurate in work; able to sit and concentrate on work for extended periods; mental capacity to enjoy work.

I acknowledge that I have received a copy of this job description and understand that it is my responsibility to read and understand it. If I have any questions about this job description or my job duties, I understand that I should ask my Supervisor or Vice President. I understand that Pacific Press reserves the right to revise or change job duties and responsibilities as the need arises. I represent that I am qualified to perform these job duties with or without reasonable accommodation. I understand that this job description may be used as a tool to evaluate the performance of my duties. I understand and agree that this job description does not create a contract of employment or change my "at will" employment relationship with Pacific Press.

Acknowledgement

Date