

HOFFMAN ESTATES PARK DISTRICT
JOB DESCRIPTION
GRAPHIC DESIGNER/COMMUNITY EVENT REPRESENTATIVE
JOB CLASSIFICATION: III- Exempt

Function

The Graphic Designer/Community Event Representative is responsible for the design and production of park district seasonal brochure, flyers and other collateral material to help promote Hoffman Estates Park District athletics, special events, aquatics, facilities, and general programs. Other responsibilities include seeking out and attending various community events throughout the year.

Supervision Received

This position functions under the direct supervision of the Communications & Marketing Manager.

Essential Functions/Responsibilities

A. Graphics & Communications

1. Design the seasonal brochure, including: layout, content, graphics, and images.
2. Coordinate production of seasonal brochure with print vendor, including: file upload, proof production and coordination.
3. Design flyers, newsletters, posters, logos, brochures and programs as requested by various department managers.
4. Manage print production of flyers, posters, etc., and disseminate or post at all District facilities for display.
5. Design all marketing collateral for Poplar Creek Country Club and Prairie Stone Sports & Wellness Center.
6. Design the Cornerstone Newsletter, including: layout, content, graphics, and images.
7. Attend various community events throughout the year, representing and marketing the Park District.
8. Write/edit and oversee the distribution of email blasts.
9. Contact local libraries, municipalities, or other places of businesses to request approval to display Park District materials.
10. Assist with special events and/or take photographs at District or Foundation events as needed.
11. Maintain image library by taking photos when needed, purchasing stock photos/CD's, organizing photos.
12. Maintain Graphics computer, i.e. hardware, software, supplies, organize files, backup system.
13. Other Communications & Marketing tasks, as required.

B. Planning

1. Collect accurate and appropriate program information necessary for public information, i.e. dates, times, fees, contact info.
2. Use a variety of Park District resources, including staff, website and brochures, to help plan appropriate designs for promotional materials.

3. Develop new and expand existing display opportunities in the community.
4. Seek out community events and develop yearly calendar for attendance.

D. Safety, Health and Loss Control

1. Support, promote and make recommendations regarding all safety, health and loss control policies as adopted by the park district.
2. Become familiar with the Employee Safety Manual.
3. Become familiar with the safe operation of any equipment necessary in accomplishing required tasks.
1. Responsible for providing all injury, illness and health information required by the Hoffman Estates Park District.
2. Basic First Aid
3. Office Ergonomics
4. Defensive Driving
5. Vehicle Check Ride
6. Gas Pump Operation
7. Threats of Violence
8. Weather Safety
9. Crisis Communication
10. Accident Reporting Documentation

Marginal Functions/Responsibilities

1. Travel to various locations to observe the operation of programs, facilities and services.
2. Communicate with residents, employees and vendors via telephone.
3. Use a computer keyboard to develop plans, reports and correspondence.

Physiological Considerations

1. Must be able to spend up to 90% of working hours working on a computer.
2. The employee must be able to drive to various businesses in area.
3. The employee must be able to spend extended time working at a desk.

Environmental Considerations

1. The employee will perform responsibilities indoors and outdoors.
2. Indoor considerations include lighting and temperature.
3. Outdoor considerations include sun, inclement weather and temperature fluctuations.

Cognitive Considerations

1. The employee must be able to follow direction given by the supervisor and complete responsibilities as described.
2. The employee must exhibit good analytical skills and problem solving ability in completing responsibilities.
3. The employee must use good judgement.

Requirements

1. Knowledge and understanding of the graphic design concepts.
2. Proficiency in Adobe CS3 Software, including Photoshop, InDesign and Illustrator.
3. Ability to work with a minimum of supervision.
4. Skill in oral and written communications.

Experience

1. Valid Drivers License

Education

1. Completed or are attending a two or four year college/university with an emphasis in Graphic Design.