



JOB DESCRIPTION

Marketing & Graphic Design Intern

Position Summary:

This position is responsible for the assistance in coordinating and executing functions of the Marketing & Graphic Design Department. This position reports to the Marketing & Communications Manager and Graphic Designer. This position has a minimum commitment of 2 school semesters.

Essential Functions:

- InDesign, Illustrator, Photoshop | Design and Edit Materials
Marketing: Posters, Handouts, Postcards, Rackcards, Newsletters, Invites, T-shirts, Buttons, Stickers, Audio Visual Slides, Web Slides, Logos
Exhibits and Education: Instructional Signage, Wayfinding Signage, Program Support
- Constant Contact | Museum E-blast Design
- WordPress | Museum Website Design
- Instagram, Facebook, Twitter, Pinterest, YouTube | Photography, Videography, Design, and Posts
- Assistance with ordering, delivery, installation, and payment processing of prints
- Assistance with copy writing and proofreading content
- Attend events as a representative of the Museum
- Other duties as required

Education | Training:

Educational tract in Marketing, Advertising, Graphic Design, or Art

Experience | Skills:

- Proficient in Graphic Design Programs: InDesign, Illustrator, Photoshop, Adobe Professional
- Ability to work with a variety of people and conditions
- Works well under deadline and in stressful conditions
- Demonstrates organizational and task management skills
- Excellent communication skills, verbal and written

Other Requirements:

- May require occasional travel
- May require occasional evening or weekend work, indoors or outdoor
- Valid State Driver's License

Supervision | Contacts:

- Receives supervision from Marketing & Communications Manager and Graphic Designer
- Daily contact with Museum employees, partners and management
- Daily contact with visitors, outside vendors, and event attendees

Tools and Equipment Used:

- Personal Computer with Programs, Audio Visual, telephone, printers, and paper cutting equipment

Mental Skills and Abilities:

- Math – college level ability; to calculate variables, formulas, ratio and proportion; to use practical application of fractions, percentages, and statistics
- Reading - Ability to read and understand technical journals, manuals, reference books, legal documents and financial reports
- Writing - Ability to write in both a professional and creative manner. This includes business letters, expositions, summaries, training manuals and reports, press releases, advertising copy and newsletter articles using proper format and conforming to rules of punctuation, grammar, diction and style
- Speaking - Ability to be conversant in the principles and methods of effective and persuasive speaking and discussion; and to participate in panel discussions using clear and distinct speaking voice with appropriate pauses and emphasis, correct pronunciation, and variation in word order
- Reasoning Ability - Ability to apply principles of logical or scientific thinking to define problems, collect data, establish facts, and draw valid conclusions; to interpret a variety of instructions; to plan work and develop procedures; to learn and/or evaluate information in order to make judgments and decisions.

Work Situations:

- Communication - The ability to relate to people in situations involving more than giving and receiving instructions
- Direction, Control and Planning - Adaptable to accepting responsibility for the direction, control, or planning of an activity. The employee may be in a position to negotiate, organize, direct, formulate practices, or make final decisions
- Feelings or Ideas - Adaptable to situations involving the interpretation of feelings or ideas in terms of personal viewpoint. The employee may be called upon to use creativity, self-expression, or imagination
- Influencing - Adaptable to influencing people in their opinions, attitudes, or judgments. The employee may be in a position to motivate, convince, or negotiate
- Measurable or Verifiable Criteria - Adaptable to making generalizations, judgments, or decisions based on measurable or verifiable criteria. The employee may make evaluations on the basis of data
- Performing Under Stress - Adaptable to situations requiring the precise attainment of set limits, tolerances, or standards. The employee may need to be precise, thorough, exacting, or meticulous in regard to material worked; or in activities such as numerical determinations, record preparation, or inspecting
- Repetitive, Continuous - Adaptable to performing repetitive work, or to continuously performing the same work, according to set procedures, sequence, or pace. The employee may perform work that is inherently of a repetitive nature
- Sensory or Judgmental Criteria - Adaptable to making generalizations, judgments, or decisions based on sensory or judgmental criteria. The employee may rely on one or more of the five physical senses, or rely on knowledge gained by experience to make evaluations
- Set Limits, Tolerances, or Standards - Adaptable to performing under stress when confronted with emergency, critical, unusual, and/or dangerous situations; or in situations in which working speed and sustained attention are make or break aspects of the job
- Variety and Change – Adaptable to performing a variety of duties, often changing from one task to another of a different nature without loss of efficiency or composure. Several duties in a job that require significant differences in technologies, techniques, procedures, working conditions, physical demands, and/or situations constitute this factor

Physical Demands:

- Light Work - Exerting up to 20 pounds of force occasionally and/or up to 10 pounds of force frequently, and/or a negligible amount of force frequently or constantly to lift, carry, push, pull, or otherwise move objects
- Balancing - Maintaining body equilibrium to prevent falling when walking, standing or crouching on narrow, slippery, or moving surfaces
- Carrying - Supporting the weight of an object with hands and arms and moving from one place to another
- Climbing - Ascending or descending ladders, stairs, scaffolding, ramps, poles, and the like, using feet and legs and/or hands and arms
- Crouching - Bending the body downward and forward by bending legs and spine.
- Fingering - Picking, pinching, or otherwise working with fingers
- Eye-Hand-Foot Coordination - The ability to coordinate hand and/or foot motions with visual stimuli in order to engage in or perform physical activities, such as typing, operating vehicles or mechanical equipment, etc.
- Handling - Seizing, holding, grasping, turning, or otherwise working with fingers and/or hands
- Hearing - Perceiving the nature, intent or meaning of sounds
- Kneeling - Bending legs at the knee to come to a rest on knee or knees
- Lifting - Raising objects from a lower to a higher position or moving objects horizontally from position-to-position
- Pulling - Exerting a force so as to move an object toward the individual.
- Pushing - Using upper extremities to press against something with steady force in order to move forward, downward, or outward
- Reaching - Extending hand(s) and arm(s) in any direction, especially upward in placing or retrieving objects
- Sitting - To rest the body upright supported by the buttocks and thighs.
- Standing - To be upright supported by the buttocks and thighs
- Talking - Expressing or exchanging ideas by means of the spoken word.
- Walking - Moving about on foot to accomplish tasks
- Seeing - The ability to perceive the nature of objects by the eye. The important aspects of vision are:
 - Clarity of vision at 20 inches or less
 - Clarity of vision at 20 feet or more
 - The ability to judge distance and space relationships
 - The ability to identify and distinguish colors

Environment:

- Employee is subject to inside and occasional outside environmental conditions Protection from weather conditions but not necessarily from temperature changes when inside

I certify that I have reviewed and understand all of the requirements of performing this job and that I am capable of meeting each and every requirement, with or without reasonable accommodation. I understand that the essential and/or non-essential functions and the associated abilities, requirements and conditions outlined above describe the general nature and level of the work performed. I understand that they are not intended to and in no way represent an exhaustive listing of all tasks involved in performing the job. I understand that business necessity may dictate changes in the position requirements at any time. I understand that even though I may be able to perform the job, there are other requirements I must meet before being offered the job. I understand that I must perform all essential and non-essential functions in a manner that is not hazardous to myself or to others. I also understand that any employment relationship with this company is of an "at-will" nature, which means that if employed I will be free to resign at any time, and that the Company may terminate my employment at any time, with or without prior notice.

Signature

Date