

Honolulu Museum of Art

Junior Graphic Designer and Marketing Assistant

Job summary:

Assist the Art Director by overseeing design projects and printing jobs, also handle some marketing initiatives and serve in support capacity to members of the Communications Department.

Minimum qualifications:

- BA or BFA in Graphic Design.
- 1+ years of professional design experience.
- Advanced knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign etc.) and Mac OSX.

Desired qualifications:

- Understanding of Honolulu Museum of Art's established identity and dedication to maintaining it
- Excellent typography skills and a strong attention to detail.
- Possess creative flair, versatility, conceptual/visual ability and originality.
- Proven track record in excellence in the stages of the design process, including design exploration, idea presentation, revisions, and finalization.
- Knowledge of video editing software a plus.
- Knowledge of CMS and HTML a plus.
- Excellent verbal and written communications skills Excellent time management and organizational skills and ability to multitask and produce accurate materials under deadlines
- Excellent interpersonal skills and the ability to interact with the Communications, Advancement, Development, Curatorial, and Installation teams
- Personal accountability—embraces his/her own capacity to be answerable for professional decisions and personal actions.
- Resiliency—continues design projects in the face of difficulty or adversity and can quickly move past unforeseen obstacles without unnecessary delay.
- Teamwork—respects team members and appreciates their individual perspectives, has the ability to effectively deal with conflict, and makes team mission and objectives a priority Knowledge of art and art history a plus. Editing and proofreading skills a plus.

Traits and characteristics:

The successful Junior Graphic Designer will be creative and deadline-oriented with an empathetic disposition and ability to work in a team and take direction from the Art

Director, Communications Director, and other stakeholders on design projects. He/she will expend considerable energy understanding the design needs of departments and translate that into collateral that successfully communicates the museum's many programs. The successful candidate should demonstrate an ability to initiate and sustain momentum without close supervision. Exhibiting a polished presence, diplomacy, discretion and a deep respect and understanding of the museum and its brand.

Essential duties:

- Perform exhibition and program-related design projects and printing jobs such as event invitations, direct mail campaigns, advertisement design, pre-press, poster pre-press and reprint jobs such as museum visitor guides and family passes.
- Assist with exhibition design, which includes design exploration, vinyl layout and graphics pre-press.
- Produce theater program collateral such as postcards, festival calendars and posters using existing templates.
- Produce innovative social media graphics for Facebook, Instagram, and Twitter as needed for campaigns, museum events, holidays, and other special occasions. Other platforms may be added to the museum's social media program. Usage of graphics interchange format, video, and animation. Knowledge of output for social media content, including web or short videos.
- Conceptualize, design and produce digital advertisements and banners.
- Point person for business-card database management.
- Works with Development and Events departments to determine accurate print quantities to save costs in printing and delivery.
- Manage advertisement production schedule, tracking ad production and delivering final creative.
- Researches advertising venues and works with Communications Director on ad buys.
- Works with Development Officer, Corporate, on fulfilling ad space acquired through media sponsorships.
- Researches, develops and implements distribution channels for marketing collateral.
- Responsible for maintaining the communications collateral inventory.
- Assist with press visits and location shoots.
- Contribute articles to weekly newsletter; cover newsletter production in absence of Social Media Associate.
- Fill in for web content manager updating website as needed. Additional duties as assigned.

Working conditions and atmosphere:

Work is usually performed indoors in an air conditioned environment, including office,

photography studio basement, and storeroom or gallery space. Able to use stairs and elevators, sit for extended periods of time at a computer, walk, kneel, stoop, bend, and occasionally climb a ladder or step stool. Able to reach with arms and lift, push, pull and carry up to 50 pounds. Ability to use hands and fingers to feel and move various kinds of paper, manipulate small objects and use a computer keyboard. Vision requirements are the ability to see close up and at a distance: use a computer, distinguish fine gradations of color, and read small inscriptions. Able to hear conversation in person and on the telephone.

This position works with minimum supervision. Work will often be performed with short deadlines and situations sensitive to the Museum. Regular office hours are required. Due to the nature of the responsibilities, evening and weekend work is sometimes required, and at times may be on an emergency basis.