



Graphic Design Associate Position Description

Overview

The Graphic Design Associate at the Corporation for Findlay Market is responsible for all graphic, print and video collateral for Findlay Market.

Graphic Design Associate Details

The Graphic Design Associate is responsible for the graphic collateral for events, brochures and other printed materials for market promotion, apparel and other gift shop merchandise design, wayfinding and physical signage at the market. Design materials will play an integral role in the continued development and growth of the market and its surrounding Over-the-Rhine community. The Graphic Design Associate will be responsible for all design elements from conception to physical execution. The Graphic Design Associate will be on the Communications Team, which will require assistance during special events and promotions.

Experience with print and digital campaigns, including signage and wayfinding is important. Apparel design experience is a plus. Being able to take a campaign from concept to design to print/production is crucial.

The Graphic Design Associate's success will be measured in part by the following goals:

- Support cultural and income diversity at Findlay Market.
- Retain existing and attract a new shopper base.
- Increase weekday shopper traffic.
- Develop 3 new initiatives to expand Findlay Market into the community.

The Graphic Design Associate will have the following detailed responsibilities:

Principal Duties & Responsibilities:

- Physical Collateral
 - Market signage
 - Posters
 - Brochures
 - Wayfinding
- Online Graphics and Content
 - Digital Ads
 - Social media
 - Website



- Newsletter
- Special Events
 - Day of signage
 - Promotional materials
- Website
 - Content collection
 - Content organization
 - Web sliders
 - Photos
- Videos
 - Quarterly Promotional videos
 - Special Events
- Photography
 - Seasonal photos
 - Special Event & holiday photos
- Market Center
 - Merchandise apparel
 - Market Center Web Sliders
- Programs
 - Materials for external and internal Findlay Market programs (ex: Tasting Trays, Findlay Market Biergarten)
- Findlay Kitchen collateral
 - Newsletter
 - Event Signage
- Event & Promotion Assistance
 - Help with general event promotion and day of execution

Values, Skills, Knowledge and Abilities:

- Demonstrated ability to work in a proactively diverse and inclusive organization
- Excellent, proven interpersonal, verbal and written communication skills
- Effective problem-solving and mediation skills
- Demonstrated ability to share skills and knowledge with others
- Proficiency with office computer equipment and software
- Demonstrated ability to multi-task and work in a fast-paced environment
- Continual on-the-job learning is required

Application Information

- Email cover letter & resume to: info@findlaymarket.org
- Online portfolio suggested
- Deadline to apply is March 31, 2018