



JOB TITLE: **Graphic Designer**

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**SUMMARY:** This position is responsible for designing a wide variety of marketing assets, including brand identity manuals, advertising, emails, website edits, presentations, and print collateral.

This individual designs and executes projects for different departments of the organization under guidance of the Senior Manager, Communications and Marketing.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties may be assigned.

- Be the keeper of the brand look and feel and ensure that consistent execution of ABET's brand image lives up to the highest quality standards.
- Produce print and electronic designs for a number of communications vehicles, including publications, annual report, email, environmental design for special events and training, and promotional materials.
- Work on projects from concept, design, production and release to printer. Work with different departments on projects to maintain schedule and budget previously set by department heads and managers.
- Edit and update website pages and posts using WordPress.
- Work to develop quotes for bids and selecting printers based on cost, schedule and quality. Maintain contact with vendor to track project to final destination of client.
- Create promotional digital media assets by assisting in photography and videography of events and workshops.
- Provide exhibiting setup and support for representation at external events.
- Search for, quote, and purchase promotional merchandise for distribution at events; keep running inventory of items.

**SUPERVISORY RESPONSIBILITIES: NONE**

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The required skills listed below are representative of the knowledge, skill, and/or ability required.

**ABET IS AN EQUAL OPPORTUNITY EMPLOYER**



## JOB DESCRIPTION

POSITION:  
Graphic Designer

**EDUCATION and/or EXPERIENCE:** Bachelor's degree with concentration in graphic or web/electronic design from an accredited institution or equivalent experience; 2-5 years of graphic design experience is preferred; recent graduates with strong portfolios will be considered.

### **REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:**

- InDesign, Illustrator, Photoshop and Acrobat Pro experience is required.
- HTML, CSS, E-mail marketing experience strongly preferred.
- Video editing capabilities and experience in Adobe After Effects and Premiere Pro a plus.
- Knowledge of and/or experience with event photography and videography.
- Microsoft Office: Word, PowerPoint, Excel.
- Strong creative and strategic thinking skills; artistic flair and eye for design.
- Ability to work under pressure, multi-task and meet tight deadlines.
- Excellent verbal, written, proofreading and interpersonal communications skills.
- Open to feedback and able to take direction while also driving projects without a lot of oversight.
- Commitment to ABET values— being genuine, professional, and highly focused is critical.

**PHYSICAL DEMANDS:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to walk and sit. The employee is occasionally required to stand; sit; reach with hands and arms; and stoop, kneel, or crouch. Occasional light manual effort will be required to assemble the company booth for exhibiting.

Occasional travel including overnight stays may be required.

The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. The noise level in the work environment is usually quiet.

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### **ABET Core Values**

- Authentic
- Business Like
- Expert
- Targeted

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