



DOWNTOWN LONG BEACH ALLIANCE

JOB DESCRIPTION

POSITION TITLE: Graphic Design Manager

REPORTS TO: President & CEO

Downtown Long Beach Alliance (DLBA) is an industry leading community-based non-profit organization looking for a candidate with passion and creativity for graphic design, able to help capture the authenticity and unique diversity of Downtown Long Beach. We are seeking someone who can take direction from written or spoken ideas and convert them seamlessly into images, layouts and other designs. In return, DLBA offers a fast-paced work and learning team environment with outgoing co-workers and an open-floor office plan.

POSITION SUMMARY

Downtown Long Beach Alliance's (DLBA) Graphic Design Manager supports the organization's efforts to communicate ideas and information to stakeholders and target audiences through art, imagery and design strategy. They also maintain the brand image of the organization across all departments and mediums including collateral, digital marketing, promotions and publications. They will also maintain DLBA's creative branding consistently across all departments.

PRIMARY TASKS AND RESPONSIBILITIES

- Meet with department managers to determine the scope of a project and advise on strategies for reaching a target audience.
- Assist with the development and execution of advertising campaigns, including electronic, print, outdoor mediums and mailings.
- Create design and solicit vendors (print and others) to deliver branded materials including annual reports, promotional pieces, infographics, posters, brochures, direct mail, flyers, invitations and organizational materials.
- Lead or assist departmental managers by developing layout, imagery and strategies guiding video editing and production for event recaps and departmental campaigns.
- Develop imagery, photos and graphics for the DLBA *Downtown Scene* monthly e-newsletter, website and any supporting sites.

Curate DLBA's media collection of photos, video and graphics used by departments. Maintain technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.

Contribute to team effort by accomplishing related results as needed.

POSITION SPECIFICATIONS

- Education: Bachelor's degree in Fine Art Design, Marketing or related discipline
- Experience: At least four years graphic design and video editing and production experience in a consumer or destination marketing field including firms or organizations that are related to improvement districts, hospitality trade, non-profit organization or public-sector preferred.
- Required skills: Excellent oral and written communications skills required. An upbeat, can-do attitude, and willingness to perform a variety of tasks are also required. A high degree of professionalism, creativity and resourcefulness must always be exercised. Outgoing interpersonal and negotiating skills with the ability to build consensus toward completion of a project. Strong working knowledge of a variety of desktop publishing and graphic design programs such as Adobe Creative Suites, Fireworks, Illustrator, After Effects, Premier Pro is required.
- Special Skills: Qualified candidate must be self-motivated, well-organized, able to work with a minimum of supervision. Experience working with and optimizing the effectiveness of various social and digital media platforms. Web development skills are preferred.

COMPENSATION

The Graphic Designer is an exempt employee. Salary commensurate with experience between \$57,500 – 65,000; full medical, dental and vision benefits. Employer contribution to 401(k), vacation, sick days, and monthly parking are also included.

POSITION ENVIRONMENT

The Graphic Designer will work from the DLBA administrative office. The position requires some nights, weekends and off premise work (within and outside Downtown Long Beach).

ABOUT DLBA

The DLBA is a non-profit organization operating on behalf of the property owners and tenants of the Business Improvement District. It is dedicated to the management, marketing, security, maintenance, advocacy, and economic and community development of the assessment districts in cooperation with the City of Long Beach and the private sector.

Downtown Long Beach is a culturally diverse environment. The DLBA is committed to complying with State and Federal laws which include Fair Employment Practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

TO APPLY

Send cover letter, resume, references and job expectation to info@dlba.org. No phone calls please, and incomplete packets will not be considered.

4/15/19