



# FREDERIK MEIJER Gardens & Sculpture Park

## JOB POSTING – MULTIMEDIA DESIGNER

**Department:** Communications

**Supervisor:** Communications Creative Manager

**Pay Type:** Full Time, Hourly, Non-Exempt

**Date Posted:** October 13, 2021

**Position Summary:** The Multimedia Designer creates, produces and/or publishes in print and/or digital format: collateral materials, invitations, publications, signage, social media, eblast and website content. They are responsible for conceiving and implementing annual horticulture exhibition design, signage, animated projection, and photographic and video documentation. They also provide imaging services for public relations, advertising, promotions, and digital media. Their work product must help define, support, and maintain the Frederik Meijer Gardens & Sculpture Park brand.

The Multimedia Designer coordinates and manages assigned project tasks as determined by Communications Creative Manager, including brand standards, timelines, goals, and objectives. They must work effectively in a team environment and embrace the Communications workflow process, and collaborate and develop advertising and promotional outputs that align with exhibition and image campaign strategies.

### Essential Functions:

- Create, design and art-direct advertising and promotional materials from concept through completion.
- Knowledge of best production practices and applications.
- Photography knowledge to document Meijer Gardens grounds and sculpture and manage photographic needs brought about by other departments and teams.
- Develop successful campaigns and projects through team-oriented brainstorming, collaborating with internal clients, using common and branded messaging, and creative brief input.
- Manage all aspects of illustration, retouching, digital asset creation and photo direction.
- Develop projects in a timely, fast-paced team environment.
- Adhere and adapt to evolving workflow process.
- Provide superior attention to graphic and copy standards and detail, including grammar and spelling.
- Maintain high standard of design and communications excellence.
- Organize and maintain searchable archives of all assets, both physical (samples) and digital files (PDFs).
- Assist with digital content updates to current Meijer Gardens website.
- Actively participate in team production/project meetings and embrace Communications process tools.
- Timely completion of assigned projects as planned and coordinated by Communications Project Manager.
- Actively participate in exhibition meetings and other ad hoc departmental/project development meetings.
- Provide reports and designed information at the direction of Communications Creative Manager, Director of Communications, and/or President & CEO.
- Other related duties as assigned by supervisor.

### Organizational Expectations:

- Embrace and adhere to Meijer Gardens' mission, brand statement, operating model, policies, procedures, and guiding principles with a strong emphasis on professional behavior and treating others with dignity and respect.
- Embrace the fact we are a non-profit institution that serves the public and that you will work with a broad and diverse group of employees, volunteers, members, and guests.

**Education and qualifications preferred:**

**Education:** Bachelor of Arts degree or any combination of equivalent education, training, and work experience

**Experience:** 3+ years of industry experience

**Skills/Knowledge/Licenses:** Strong print and digital production and asset prep skills required. Guest-centered accountability, attention to detail, confidentiality, cooperativeness, and timeliness are critical. Advanced computer knowledge across all platforms is essential. Superior command of software applications: MS Office 365, Adobe Creative Suite, and project management software solutions. Web/digital design a plus.

**Working Conditions:**

Office environment; occasional assignment to off-shift and off-site duties. Must be able to operate computers, printers, and other office equipment as necessary. Basic mobility is expected in office, grounds, and exhibition areas. Ability to lift up to 10 pounds frequently and up to 25 pounds occasionally.

Apply online at <http://www.meijergardens.org/contact/careers/> or send your cover letter and resume to [hr@meijergardens.org](mailto:hr@meijergardens.org).

**Frederik Meijer Gardens & Sculpture Park is an Equal Opportunity Employer.**

All candidates are required to submit to our background and drug screening process.

**Frederik Meijer Gardens & Sculpture Park promotes the enjoyment, understanding, and appreciation of gardens, sculpture, the natural environment, and the arts.**