

January 13, 2016

Job Description
Graphic and Web Designer
Links Media, LLC

Location: Rockville, Maryland

Salary: \$15-25 per hour, commensurate with experience

Full or Part Time: Part-Time (10 hours per week)

Classification: Non-Exempt

Job Description: Links Media, LLC, seeks a **Graphic and Web Designer** to design and participate in the development of a variety of creative and technical materials targeted to health professionals, consumers, policy makers, government officials, internal audiences, and corporate clients which may include: informational, educational and communication materials such as brochures, fact sheets, reports, presentations, training materials, marketing collateral, books, meeting coverage, booklets, guides, manuals, and instructional documents. The Graphic and Web Designer will also develop and maintain our web-based efforts, create user interface designs, interactive features, innovative navigation systems, as well as typography and layout for websites, email communications, presentations, and other interactive media.

Reporting to the Senior Project Manager, the Graphic and Web Designer will ensure that published print and web-based communication materials reflect the strategic focus and the identified knowledge and information needs of Links Media and its portfolio. To this end, the successful candidate will be creative with the ability to be inventive, imaginative, and original in artistic expression, highly organized, and self-driven with good interpersonal skills, and able to develop and manage products from concept to completion.

Key Role and Responsibilities:

- Ensure efficient and effective print and multimedia design solutions (including management of two websites);
- Understand and strictly follow client style, branding, and marking guidelines;
- Assist with Links Media staff communications, and ensure the consistent and professional use of Links Media's visual identity;
- Work to develop a clear understanding of project visual communication requirements and develop design "roughs" (sketches);
- Effectively present design concepts and creative development phases to other Links Media staff and clients;
- Prepare comprehensive designs and layouts using design elements in photography, illustration, computer-generated imagery, and text for print and electronic publication;
- Coordinate and carry out design production stages, including coordinating printing and mailing services, reviewing and validating proofs, overseeing printing process and delivery of final products to clients;
- Proactively track progress of publication plan-related tasks, providing internal updates where necessary;
- Assist in managing vendor relationships to ensure timeliness, product quality, and best pricing;
- Design and set up exhibitions for advertising or educational purposes;
- Keep abreast of current trends in design and publications, with special attention on electronic and social media influences, tools, and techniques;

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- Train and supervise Communications Specialists and Interns in their use graphic and web design tools and techniques;
- Collaboratively develop organizational and individual goals, and implement metrics that connect to key organizational metrics and ensure team members are accountable for achieving organizational and individual goals as appropriate; and,
- Assist in ensuring staff skills and the organization's equipment are maintained and developed in light of emerging changes in the design and technology industry.

Minimum Qualifications, Knowledge, and Experience:

- Bachelor's degree in Graphic Design, Web Design/Development, or a related field
- One or more years' experience working in media arts and designing websites
- Strong visual arts and web design skills; skilled in the use of industry-standard web/multimedia design tools, including Dreamweaver and Adobe Creative Suite or Creative Cloud
- Ability to hand-code HTML and CSS
- Knowledge of PHP, SQL, ASP highly desirable
- Experience with interface design, as well as print and web publication design
- Experience with file-sharing platforms such as SharePoint, Google Drive, Box, or DropBox
- Ability to liaise effectively with senior management personnel, clients, and suppliers
- Strong organizational experience that demonstrates a high level of accuracy and attention to detail. Incumbent hired will have a demonstrated ability to coordinate and/or take on multiple projects simultaneously from concept to launch to distribution and to marketing/promotion.
- Demonstrated understanding of, and experience with, the use of new and emerging communications technology for publications, including multimedia production
- Ability to handle multiple work assignments and collaborate well with colleagues under extreme deadline pressure
- Must be comfortable with taking initiative, able to work under minimal supervision
- Must be able to learn quickly, demonstrate critical thinking, and make situation-appropriate decisions using sound judgment
- Broader communications knowledge or experience beyond graphic/web design helpful to ensure good collaboration and coordination with public relations and marketing teams
- Client relations experience
- Outstanding communication and interpersonal skills
- 100% proficient in English; an additional language highly desirable
- Experience working in a fast-paced, small company environment desirable

The ideal candidate should be available to start immediately. To apply, submit resume to Julie de Carvalho, Senior Project Manager, at jdecarvalho@linksmmedia.net by January 29, 2016.