

## Position Description

### Public Programs Graphic Designer



Reports to: Art Director

Hours/Week: 37.5

FLSA: Non-Exempt

Hudson River Park Trust (the “Trust”) seeks a creative, highly motivated Graphic Designer to help coordinate and implement the production of marketing and communications materials that promote Hudson River Park’s programs, events, construction and other initiatives, and which collectively help build and enhance the reputation of both Hudson River Park and the Trust. Reporting to the Art Director, the Graphic Designer will design and produce digital and print materials for marketing presentations, educational materials, advertising/promotion materials, compliance, fundraising, and special projects. The Graphic Designer will also conduct and support pre-planning activities, including developing cost estimates or getting quotes, and post-planning activities, such as coordinating signage installation or deliveries. Overall, the position will support strategizing and executing creative branding solutions designed to support Hudson River Park’s mission and daily operations.

#### ***Responsibilities/Duties***

The Graphic Designer will undertake a support and coordination role for a variety of daily design and production tasks and responsibilities that include, but are not limited to:

- Design and produce print, digital, and video materials for park-wide and department specific initiatives and programs
- Maintain Park website content using CMS (Expression Engine)
- Help coordinate Park branding efforts and reports
- Manage and apply Park brand and photo assets to support Park development and operations, events, sponsorship, education and marketing communications
- Contribute to the formulation and implementation of brand strategy and applications
- Engagement and relationship building with vendors

#### ***Required Education and Experience:***

- BA in Graphic Design
- Minimum three years of experience with demonstrated engagement in branding and marketing
- Valid driver’s license with a clean history

#### ***Special Requirements:***

- Proven graphic design skills (must demonstrate complete command of Adobe Creative Suite and Microsoft Office Suite)
- Demonstrate website and mobile app CMS experience

- Demonstrate editorial and writing skills and experience
- Proven design and production skills and experience in development and sales presentation documents and marketing materials
- Attention to detail, typography, and pixel perfection a must
- Fluency in social media, information architecture and responsive digital design
- Demonstrated ability to effectively prioritize and complete multiple tasks and responsibilities
- Ability to work independently, as well as in staff department environment

***Essential Traits***

- Positive attitude
- Excellent communicator
- Outstanding work ethic
- Thorough/detailed/organized
- Collaboration/congeniality
- Time management
- Ethical conduct
- Strategic thinking/decision making
- Problem solving/analysis

***Compensation/Benefits:***

Competitive salary of up to \$40,000 - \$45,000 annually depending upon qualifications. Excellent benefits package including: paid holidays, vacation time, sick and personal time, transportation allowance, medical, dental and vision insurance, and participation in New York State Pension System.

***Application Process:***

Interested applicants are to submit a cover letter demonstrating their interest in the position and a resume which **MUST** include a link to an online portfolio to Kate Yarhouse, Director of Human Resources at [resumes@hrpt.ny.gov](mailto:resumes@hrpt.ny.gov). **Indicate Job Code: HRPT-2018 Graphic Designer in the subject line of the email.**

No phone calls please.

**More information on the Hudson River Park is available at:**

**[www.hudsonriverpark.org](http://www.hudsonriverpark.org)**

**The Hudson River Park Trust is an Equal Opportunity Employer**

*Pursuant to Executive Order 161, no State entity, as defined by the Executive Order, is permitted to ask, or mandate, in any form, that an applicant for employment provide his or her current compensation, or any prior compensation history, until such time as the applicant is extended a conditional offer of employment with compensation. If such information has been requested from you before such time, please contact the Governor's Office of Employee Relations at (518) 474-6988 or via email at [info@goer.ny.gov](mailto:info@goer.ny.gov).*