

Position Description

Temporary Graphics Designer and CMS Assistant



Hudson River Park Trust

Department: Public Programs

Title: Graphics Designer & CMS Assistant - Temporary

Hours/Week: 37.5

FLSA: Non-Exempt

Hudson River Park Trust (the “Trust”) seeks an individual to work in its Public Programs Department on a temporary basis through September 30, 2017. The Graphics Designer and CMS Assistant will report to the Art Director.

Background:

The Trust is a public benefit corporation created in 1998 by an Act of New York State. The mission of the Trust is to design, construct, and maintain a prominent four mile long waterfront park on the west side of Manhattan. Hudson River Park is the second largest park in Manhattan boasting 150 acres of land and 400 acres of estuarine waters. The park features landscaped public piers and display gardens, lawn areas, ecological planting zones, athletic fields, esplanades, docks, public art, and other special features. The Trust has approximately 70 full-time staff and hires another 30+ staff each summer to work on our Horticulture, Public Program and Environment & Education teams. The Trust covers its \$20 million annual operating budget through parking revenue, rents from commercial facilities, permits, fees, grants, donations generated by a “Friends” organization and other private sources. Approximately 75% of the Park has been constructed with a mix of State, City and Federal capital funding. Total investment in all facilities within the Park currently stands at approximately \$540 million.

Responsibilities/Duties:

The responsibilities of the Assistant include, but are not limited to, the following:

- Apply Hudson River Park brand elements to create promotional collaterals such as digital and print ads and event signage
- Update print collaterals and digital platforms to include event sponsorship
- Create emails for weekly Constant Contact campaign
- Prepare design files for print and digital platforms
- Work with offset and digital printers and other media producers to ensure that jobs are produced and delivered as specified
- Design graphics for use on hudsonriverpark.org and partner/sponsor platforms
- Regularly update hudsonriverpark.org to reflect current programming, events and activities and to reflect changes in Park amenities
- Edit video using Adobe Premiere

Required Education and Experience:

- A Bachelor's Degree in graphic design or a related field
- Three years of design experience in large format graphics; multi-page documents; custom print publications; stationary; knowledge of online graphic preparation for mobile devices, web and electronic media and experience with all facets of printing and file production for print to include image preparation for offset and digital printing, familiarity with Pantone system, CMYK (Cyan, Magenta, Yellow and Key or Black), RGB (Red, Green and Blue) and HEX (hexidecimal) color models
- Proficiency in Adobe Creative Cloud: InDesign, Illustrator, Premiere, and Photoshop
- Proficiency in Microsoft Office products, including Power Point
- Photography and video recording experience a plus

- Please note: we are a PC based organization

Essential Traits:

- Planning/Organizational/Time Management Skills
- Ethical Conduct
- Strategic Thinking/Critical Decision-Making
- Problem-Solving/Analysis
- Collaboration/Congeniality
- Thorough/Detailed/Organized Communicator
- Ability to work independently with initial guidance

Compensation/Benefits:

- \$20.00 per hour, there are no benefits associated with this temporary position

Application Process:

Interested applicants are to submit a cover letter and resume to Kate Yarhouse, Director of Human Resources at resumes@hrpt.ny.gov. **Indicate Job Code: 2017 Graphics 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

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.