



Open Competitive Job Posting Announcement

Graphic Designer & Maker Specialist - Library

Application Deadline: November 22, 2022

Pay Range: \$25.98 - \$33.08 per hour

This position is responsible for translating marketing strategies into innovative, creative design promotions geared towards library patrons of all ages. This position is responsible for managing all aspects of the MID-Lab (maker space). The Graphic Design & Maker Specialist has a strong knowledge of design, the maker movement, and ability to promote the Library and its resources through visual articulation. This position is under the supervision of the Patron Services Supervisor.

Examples of Job Duties:

The following is intended as a brief description/illustration of the duties, responsibilities, and requirements of this position and are not intended to be all encompassing or all-inclusive.

With direction from the Patron Services Supervisor, designs the visual articulation (style and tone) of brand strategy, initiatives, objectives and goals through best-in-class design solutions for the library's print and digital promotional and informational materials and wayfinding signage. Applies the Library's brand style guide elements, including logo, product branding, typography, packaging, photography and promotional materials, ensuring consistency with brand positioning, and ADA recommendations. Works closely with the Library's Marketing and Patron Communications Coordinator to create professional marketing products while providing evaluation and recommendations for improvement of marketing and creative processes. Manages and staffs the MID-Lab (Maker Space) to engage with teens and adults, recruit and promote workshops, act as a mentor and guide to patrons using MID-Lab. Maintains the collection of materials and kits associated with the MID-Lab. Maintains, operates, and teaches others to use a variety of site-specific equipment including but not limited to desktop and laptop computers printers, maker equipment and tools including laser and vinyl cutters, etc. Oversees the design of the library website and marketing materials to ensure the Library presents a unified design in all digital and print materials.

Required Education/Experience/Knowledge

Bachelor's degree in graphic design, fine arts, visual communications, or other related field. One year of professional work experience in an educational or enrichment service setting, such as library, school or similar organization. Extensive experience in Adobe products, especially InDesign, Photoshop, and Illustrator. Ability to use Google suite of productivity tools. Demonstrated ability to positively interact with children and adults in a professional environment, such as a school, library, museum, educational program or camp. Must be able to work evenings and weekends as assigned. Must be able to occasionally work overtime as required to complete services for Library patrons.

Preferred Requirements: State of Michigan Limited Professional Certificate, Level 2 or above. Experience in video editing using Adobe After Effects, Premiere Pro. Library experience and/or working knowledge of modern principles and practices of library services.

Full information on the position, including examples of typical duties performed and a comprehensive list of the knowledge, skills and abilities required to perform the job can be found on the City of Midland website: www.cityofmidlandmi.gov. Interested candidates may submit an on-line application and resume through the City employment page: <https://cityofmidlandmi.gov/1412/Current-Job-Openings>

EQUAL OPPORTUNITY EMPLOYER. *The City of Midland (City) considers all applicants for employment without regard to race, color, religion, sex, national origin, age, handicap or disability, or status as a Vietnam-era or special disabled veteran in accordance with federal law. In addition, the City complies with applicable state and local laws prohibiting discrimination in employment in every jurisdiction in which it maintains facilities. The City also provides "reasonable accommodations" to qualified individuals with disabilities, in accordance with the Americans with Disabilities Act and applicable state and local laws.*