



Career Opportunity This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

Print & Digital Graphic Designer, Smithsonian Journeys Announcement Number: SE-24-0146 Number of Vacancies: One

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|--------------------------|---|
| OPEN DATE: | August 1, 2024 |
| CLOSING DATE: | August 19, 2024 |
| PAY BAND: | G |
| SALARY RANGE: | \$68,000 - \$70,000 (Commensurate with Experience) |
| POSITION TYPE: | Trust Fund |
| APPOINTMENT TYPE: | Indefinite |
| SCHEDULE: | Part Time (32 Hours Per Week) |
| DUTY LOCATION: | Washington, DC |

Position Sensitivity and Risk: Non-sensitive (NS)/Low Risk

Open to all qualified applicants

What are Trust Fund Positions?

Trust Fund positions are unique to the Smithsonian. They are paid for from a variety of sources, including the Smithsonian endowment, revenue from our business activities, donations, grants and contracts. Trust employees are not part of the civil service, nor does trust fund employment lead to Federal status. The salary ranges for trust positions are generally the same as for federal positions and in many cases trust and federal employees work side by side. Trust employees have their own benefit program and may include Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care).

CONDITIONS OF EMPLOYMENT

- Pass Pre-employment Background Check and Subsequent Background Investigation
- Complete a Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer.
- The position is open to all candidates eligible to work in the United States. Proof of eligibility to work in the U.S. is not required to apply.
- Trust applicants must meet all qualification and eligibility requirements within 30 days of the closing date of this announcement.

OVERVIEW

This position is a member of the Smithsonian Journeys (SJ) marketing team responsible for using creative skills to design and produce promotional materials in support of Smithsonian Journeys marketing communications. The primary focus is preparing SJ catalogs for print production following tight timelines. The position will also support additional print needs, as well as digital graphic design needs including digital ads, emails, social media, maps, and more. The position will also be responsible for maintaining creative assets for the marketing team.

DUTIES AND RESPONSIBILITIES:

Manage pre-print production of all print catalogs:

- Responsible for main SJ Catalog (published Winter, Summer, and Fall); Active Journeys; Tailor-Made Journeys; River Cruise; Ocean Cruise; Student, and Private Jet, and any other catalogs created by Journeys.
- Use approved templates and fonts for all pages, ensuring consistency and accuracy for color palette usage, baselines, formatting, tracking, leading, headers/footers, etc. for all design spreads.
- Create new catalog page layouts and design elements as needed. Provide needed production proof review cycles of all spreads; make design and copy edits to each proof provided; then proofread each proof version for accuracy before submission.
- Submit final print ready digital files and full InDesign Collect to Smithsonian Enterprises Pre-Press.
- Work closely with Senior Manager, Marketing, adhering to final print dates and production schedules.
- Identify and suggest opportunities to improve catalog design to increase response rates and/or improve efficiency.

Creative Asset Management:

- Assists in performing photo research and acquisition for digital and print promotions using stock house images, tourism bureaus, SJ and SE owned images, SJ Expert images, staff images, and more.
- Serves as primary contact for the organization and retrieval of internal creative assets including photo database, fonts, logos, and more.
- Serves as primary contact for photo houses for image assets in coordination with Senior Manager, Marketing. Recommends annual budget needs, and maintains approved budget, and ensures internal contractual requirements are met.
- Maintains asset usage across print and digital efforts and ensures appropriate attribution of assets, ensuring that photos are credited as needed.
- Creates and edits maps for use in print and online. Audits and monitors maps for accuracy in print and digital formats.
- Curate website photo slideshows and galleries for new tours and refresh existing tour galleries as needed.

Digital Graphic Design:

- Designs web/digital ads, working with Digital Content Manager in scheduling of ads with SE/SI units; social media; and more.
- Designs email creative, working with Email Marketing Manager. Produces/develops print ads as needed.
- Oversees all logo use and requests.

Other Duties:

- Support design of SJ presentations as needed.
- Adhere to SJ style and design guidance for use of logo, name and creation of marketing materials both internally and with all external vendors using SJ name and logo.
- Keeps SJ graphic design standards guidelines up to date.
- Cultivate and maintain effective working relationships with internal stakeholders and external vendors and partners.
- Ensure projects are completed in a timely manner with a quality product.
- Comfortable working on multiple projects at once and adapting concepts, tone of voice, and executions when necessary.
- Proven ability to deliver projects promptly and accurately according to strict timelines

QUALIFICATION REQUIREMENTS

Education and Experience: To qualify for this position, applicants must possess a bachelor's degree (B.A.) from an accredited four-year college or university in an appropriate area of specialization (graphic design or related field) and a minimum of 3-5 years graphic design experience and/or an equivalent combination of education and experience.

Experience required for this position is as follows:

- Portfolio required.
- Thorough knowledge of design principals and color theory.

- A passion for design and someone who can bring ideas to the table and see them through from ideation to production.
- High level of demonstrated proficiency in Adobe Creative Suite, and experience working with all industry standard graphic design programs (e.g. Photoshop, InDesign, SketchUp, Canva, Illustrator, etc.) and production techniques is required.
- High level knowledge of layouts, graphic fundamentals, typography, print, and web.
- Experience in both print and digital media.
- Excellent communication skills with a strong attention to detail.
- Excellent organization and project management skills, with ability to handle multiple priorities and projects simultaneously in a tight deadline-driven environment.
- High energy level, proactive, efficient, accurate, organized team player.
- Experience in travel marketing.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.

Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

The Smithsonian Institution values and seeks a diverse workforce. Join us in "Inspiring Generations through Knowledge and Discovery."

How To Apply:

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| Please forward a resume, and cover letter to: | SECareers@si.edu |
| Please include the position title in the subject line. | |
| Applications received on or before August 19, 2024, at 5:00pm (EST) will be considered. Resumes should include a description of your paid and non-paid work experience that is related to this job; starting and ending dates of job (month and year). | |
| <p>What To Expect Next:</p> <p>Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. After a review of applicant resume is complete, qualified candidates' résumés will be referred to the hiring manager.</p> | |

Relocation expenses are not paid.

The Smithsonian Institution provides reasonable accommodation to applicants with disabilities where appropriate. Applicants requiring reasonable accommodation should contact the point-of-contact listed in the "How To Apply" section above. Determinations on requests for reasonable accommodation will be made on a case-by-case basis. To learn more, please review the Smithsonian's [Accommodation Procedures](#).

The Smithsonian Institution is an **Equal Opportunity Employer**. We believe that a workforce comprising a variety of educational, cultural, and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs. See Smithsonian EEO program information: www.si.edu/ocema.

YOUR PRIVACY IS PROTECTED

Trust Applicants Demographic Form

Thank you for your interest in the Smithsonian Institution and this Trust Hiring position. The Smithsonian is requesting your response to this optional equal opportunity survey. The information is used to determine if our equal opportunity efforts are reaching all segments of the population that is consistent with Federal equal employment opportunity laws. Your responses will not be shown to the panel rating the applications, to the selecting/hiring official, or anyone else who can affect your application in the hiring process. This form will not be shared with the hiring official or placed in your official personnel file should you be hired.

The aggregate information collected will be kept private to the extent permitted by law. No personally identifiable information will be requested on the form and the information collected will not be attributable to you.

Please complete the optional Trust Applicants Demographic Form at: https://www.si.edu/ohr/jobs_public/trust-eco/jr/se-24-0146