



Position: Digital Media & Graphic Designer

Status: Non-Exempt

Supervisor: Marketing Manager

Updated 5.23.23

The position description presented below is intended to present a descriptive list of the range of duties performed by employees in this position. These specifications are not intended to reflect all the duties performed within the job.

STATEMENT OF PURPOSE

The Digital Media & Graphic Designer will be responsible for marketing promotions, graphic design, and online presence for the Grand Forks Park District and its entities, King's Walk Golf Course, Lincoln Golf Course, Choice Health & Fitness, and the Grand Forks Parks & Recreation Foundation. As an important member of the marketing team, the Digital Media & Graphic Designer will be responsible for planning, designing, and monitoring creative advertisements while managing all online, email, social media, and digital campaigns. This position will also coordinate media buys, video shoots, and photo shoots; assists with special events; and serves as a representative of the Grand Forks Park District at community events and meetings.

DUTIES / RESPONSIBILITIES / STANDARDS

Critical Element #1

Graphically design multi-media advertisements, publications, informational packets, and promotional materials.

Expectations

1. Brainstorms and conceptualizes creative advertising and marketing materials.
2. Writes creative copy for marketing materials, newsletters, and press releases.
3. Graphically designs marketing materials within Adobe Creative Suite (InDesign, Photoshop, and Illustrator) for various mediums. The materials must be appealing informative, creative, and consistent with the brands established.

Critical Element #2

Responsible for the updated, accurate online information through our organizational websites.

Expectations

1. Maintains and manages organizational websites, digital signage, and all online content.
2. Oversees the Park District group of websites (gfparks.org, choicehf.com, kingswalk.org, lincolngolf.org and gfparksfoundation.org) maintaining operational interfacing, current information, and good search engine optimization.
3. Promotes the organizations' events, promotions, and programs through website posts and promotions.
4. Designs media for online marketing campaigns.

Critical Element #3

Responsible for all social media, online advertising, and email marketing activities.

Expectations

1. Creates and executes all email marketing campaigns.
2. Plans, creates, schedules, and monitors the Park District group of social media platforms to enhance community interaction and keep the public informed.
3. Promotes the organizations' events and programs through online advertising campaigns and pay-per-click advertising while recommending budgets, tracking return on investment and monitoring keyword success.

Critical Element #4

Researches, strategizes, schedules, and monitors advertising campaigns.

Expectations

1. Research competitive services, brainstorms new creative advertising methods, and strategizes the best approach.
2. Plans, schedules, and coordinates media buys with advertisers as well as video and photo shoots with vendors.
3. Keeps promotional / giveaway materials ready by coordinating requirements with staff; inventorying stock, and placing orders as needed.

Critical Element #5

Serves as main support staff to the Marketing Manager on daily tasks, special events, and projects for all organizations under the Grand Forks Park District.

Expectations

1. Assists the Marketing Manager with the coordination and execution of various requests of the marketing department.
2. Assists in the execution of special events including employee events, fundraising events, and donor events.
3. Assists with the creation, coordination, and distribution of newsletters, advertisements, mailings, and publications on behalf of the Park District and Foundation.

Critical Element #6

Serves as a crucial member to the marketing team.

Expectations

1. Professional representative of the Park District and marketing team at all annual community events, committee meetings, and race events.
2. Accomplishes team goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments and staying educated on the latest marketing trends and techniques.
3. Supports marketing team and Park District staff by delivery/picking up of marketing materials/items and other various supplies throughout town as well as monitoring of marketing displays within our facilities.
4. Coordinates the marketing implementation and actions with strong organizational skills while updating of project management software.

KNOWLEDGE / SKILLS / ABILITIES

- A four-year undergraduate degree in graphic design, communications, marketing, or a related field – or an equivalent in experience required.
- 2+ Years of professional experience in graphic design and/or marketing field strongly preferred.
- Must be skilled in Adobe Creative Suite (InDesign, Illustrator, Photoshop).
- Experience in graphic design and the design of creative advertisements strongly preferred.
- Strong understanding of printing process and specifications strongly preferred.
- Experience in social media, online, and email marketing preferred.
- Experience using Wordpress website software preferred.
- Strong oral and creative copywriting skills required.
- Must possess a valid driver's license and a clear driving record.