



SEALASKA HERITAGE

POSITION DESCRIPTION

Media/Graphic Design Specialist

INFORMATION

Department:	Communications & Publications
Reports to:	Communications & Publications Director
Location of Work:	Juneau, Alaska
Classification:	Non-Exempt

SUMMARY/OBJECTIVE

Under the guidance of the Communications Officer, this position is responsible for acting as one of SHI's primary graphic artists, designing and producing SHI promotional materials (print and online), reviewing, editing, and branding media and print materials, and working with program managers in the planning and production of media materials.

ESSENTIAL FUNCTIONS

1. Serve as one of SHI's primary graphic artists and designer.
2. Manage and oversee planning and production of media materials for SHI programs.
3. Assist Communications Officer with media and publication projects.
4. Produce and design a wide variety of print and digital materials.
5. Write, edit, and format SHI publication projects.
6. Assist with materials for SHI's Instagram and Facebook social media accounts.
7. Designing and producing program and marketing materials such as flyers, posters, brochures, t-shirts, etc.
8. Writing blog posts and other media materials.
9. Enforce and educate other staff on SHI Branding & Style Guide.
10. Assisting with updates to SHI's website.

COMPETENCIES

- Writing and editing skills
- Organized and deadline-oriented
- Excellent collaboration skills
- Ability to shoot and process photos
- Able to juggle multiple projects
- Ability to do eye-catching page design

- Ability to work well on own initiative and within a team
- Strong organizational skills and ability to manage priorities
- Proficiency in Adobe Suite (inDesign, Photoshop, Premiere Pro, etc.)
- Knowledge of Southeast Alaska Native culture, art and history

SUPERVISORY RESPONSIBILITY

This position will have no direct reports.

WORK ENVIRONMENT

This position's duties are performed at the Walter Soboleff Building. This role routinely uses standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

WORK DEMANDS

While performing the duties of this job, the employee is regularly required to verbally communicate. This position is very active and requires standing, walking, bending, kneeling, stooping, crouching, and climbing all day. The employee must frequently lift and/or move objects up to 20 pounds and occasionally lift and/or move objects up to 50 pounds.

POSITION TYPE

This is a full-time, benefits eligible position. Coverage of events may commonly require Media work during non-work hours including weekends and after regular hours.

TRAVEL

None to minimal.

REQUIRED EDUCATION AND EXPERIENCE

- Bachelor's degree in journalism, communications, graphic design, public affairs or related field
- Experience in media, design and production (or relevant/related work experience).

PREFERRED EDUCATION AND EXPERIENCE

- Experience in graphic design and layout
- Strong writing and editing skills
- Experience with social media and marketing



OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

