

BROADWAY SACRAMENTO



Broadway Sacramento Job Description

Job Title: Graphic Designer
Classification: Full time/hourly
Reports To: Creative Project Manager
Salary Range: \$43,000 - \$48,000/year

Position Summary

This full-time position entails the design and production coordination of a variety of marketing materials for Broadway Sacramento, including those promoting the Broadway At Music Circus and Broadway On Tour seasons, as well as those supporting Development, Education & Community Engagement and other internal departments. Responsibilities range from conceptualizing/creating projects from scratch to modifying/localizing already-created artwork. Working directly alongside the Creative Project Manager, the Graphic Designer will be encouraged to stretch their creative muscles in developing outstanding and eye-catching design materials. Applicants should be passionate about their skills and ready to collaborate.

Job Duties

- Design a wide variety of marketing materials including
 - Brochures
 - Posters
 - Flyers
 - Print advertisements
 - Online advertisements
 - Outdoor banners
 - Website graphics
 - Show playbills
 - Front of house materials
 - Other projects as needed
- Create show playbills distributed at performances
- Create logos
- Create banners/other artwork for website and digital advertising
- Create artwork for use in email templates
- Research shows as necessary to obtain adequate level of familiarity
- Retouch/enhance photographs

- Monitor workload to allow realistic assessment of completion dates for projects with flexible deadlines
- Track all projects and due dates to ensure that deadlines are consistently met
- Obtain required project approvals from appropriate parties
- Get bids from outside vendors for production of materials
- Coordinate all stages of production of materials with outside vendors

Required Experience/Skills

- Knowledge of advertising, marketing
- Broad knowledge of graphic design, layout
- Innovative thinker
- Robust and diverse portfolio, representing design experience with a variety of materials
- High level of creativity and imagination
- Highly organized, with the ability to simultaneously handle multiple projects for multiple project managers
- Ability to multi-task
- Ability to meet frequent and multiple deadlines
- Excellent time management capabilities
- High level of accuracy, attention to detail
- Ability to effectively work in a team-oriented, fast-paced environment
- Strong interpersonal/customer service skills
- Flexibility
- Excellent written and oral communication skills
- Problem-solving and analytical skills,
- Knowledge of printing/production procedures and requirements
- Experience working with printers and other outside vendors
- Proficiency in a variety of graphic design software, including Illustrator Photoshop, InDesign, Dreamweaver
- Proficiency in basic Microsoft Office software, including Word, Excel, PowerPoint
- College graduate or equivalent experience
 - Degree in graphic design, fine arts or a similar field
 - As an alternative, extensive experience in field
- Graphic illustration experience a plus
- Background or interest in/passion for theatre or other performing arts

Revision Date: 4/18/24

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.