



March 11, 2019

Job Announcement

GRAPHIC DESIGNER II

Portland Parks & Recreation (PP&R) is seeking a graphic designer (Graphic Designer II) to join our bureau-wide marketing team with the ability to perform a wide variety of routine to moderately complex graphic and marketing related tasks. This is a temporary position in a fast-paced marketing environment located in downtown Portland. Hours vary week to week, but demand is expected to be highest from March through October. Projects assigned to this position will vary broadly and will include targeted event marketing (both print and digital), as well as development of signage, banners, posters, flyers, brochures, reports, photo touching and editing, charts, maps, presentations, content translations into multiple languages, and more. Digitally, this position will play a lead role in producing and editing content and photos for the PP&R website, social media, email communications, and other targeted digital messaging.

MINIMUM QUALIFICATIONS

Responsibilities, Skills, and Knowledge:

- Using established PP&R design and branding guidelines, applicant must be able to adapt, design graphic projects as requested, and complete all assigned projects to strict graphic standards.
- Our environment is collaborative, but you also must be able to work independently and at a fast pace to keep up with graphic demands.
 - Excellent project management skills are required
 - Meet extreme deadlines
 - Handle multiple and competing work priorities at the same time
 - Handle multiple interruptions throughout the day
 - Consolidate input from multiple sources
 - Excellent organization and attention to detail
 - Proficient at working with multiple personalities, determining objectives, and directing a finished product to meet branding standards
- Applicant must be able to independently coordinate projects from concept to completion, reviewing work with marketing team and PP&R staff, and completing assigned projects while taking direction and meeting all production deadlines.
- Excellent communication skills - verbal, written, and visual.

- Excellent copywriting, editing, and proofreading skills using the English language. Must understand and use AP Style and Marriam-Webster regularly.
- Secondary language skills are a plus, but not mandatory.
- Advanced experience with web content management – this includes writing, editing, posting text and photos using a WYSIWYG and/or database interface. HTML coding is a plus, but not mandatory.
- This position does not have regular hours, but rather requires on-call flexibility. Some weeks you may be required to work 40 hours, other weeks may only require 10 hours. Work demand is based on the cyclical nature of PP&R marketing. March through October is our most demanding work season, and applicant will be called upon to work 20-40 hours per week during these months.
- Demonstrated ability to communicate to different target audiences using creative and culturally appropriate design elements. This includes designing to non-dominate cultures, non-English speaking communities, teens, baby boomers, millennials, etc.
- High-level accuracy using and updating large amounts of programmatic and event content.

Technical Proficiencies and Experience

- Proficient working in a Windows-based platform.
- Advanced level skills in Adobe Creative Suite and Microsoft Office. This includes InDesign, Photoshop, Illustrator, Acrobat Pro, Word, Excel, Publisher, and PowerPoint
 - Layout of flyers, signage, banners, brochures, and more.
 - Editing PDFs
 - Photography editing and curation
 - Knowledge of vector-based images and logos
 - Creation of documents, presentations, and spreadsheets using Microsoft Word, Publisher, PowerPoint, and Excel
- Experience using social media platforms, such as Facebook, Twitter, Instagram, and YouTube, to communicate with the public, including creating events, daily posts, advertising, and reviewing analytics.
- Technical experience working with Google applications, including Google docs, maps, calendaring – interfacing development with spreadsheets. Experience with Google Analytics is a plus, but not mandatory.
- Experience designing email content using an email provider, such as Emma or Constant Contact.

General Background Requirements

- Bachelor's degree with emphasis in graphic design, and three-years' experience in developing graphic materials; or

- Five to seven years graphic design experience within a non-profit, government, or corporate setting, with demonstrated increasing responsibilities.
- Demonstrated creativity with ability to design to diverse audiences using modern, vibrant and culturally specific graphics and images, as well as multiple translated languages. Must be represented in your on-line portfolio.

Salary – Starting wage is \$28.49-\$29.87 hour, depending on experience. Includes annual salary step increases.

TO APPLY AND SUPPLEMENTAL QUESTIONS

Send a cover letter and resume - **three pages maximum**, as well as a link to your **online portfolio (required)**. Applicants from the final pool of qualified individuals will be interviewed based on answers to the following supplemental questions (it is recommended to be brief and concise with your answers – quality of your response is more important than quantity.)

Supplemental questions –

1. At PP&R, we often create a suite of marketing materials to promote events or marketing campaigns. A suite of materials should include at least one printed piece, and several of the following options: banners, signs, social media, web, and/or email marketing. Describe your experience and the process you took to create and design a visually appealing and engaging suite of communication materials. Include amount of time required for the undertaking, number of people or groups you worked with, specify the materials you created, the cohesive plan behind the designs, how it was used, how it worked together to create a unique marketing campaign or event promotion, and the success of the project (defined in terms of attendance, sales or revenues, or increased interaction with the community via social media followers, or email/web analytics.) A copy of this work in your on-line portfolio would be a bonus.
2. Describe your skill and experience following organizational branding standards. Explain your process using these standards and your ability to create captivating and successful designs within design parameters.
3. Describe your experience creating compelling communications materials designed to target diverse audiences, including communities of color, immigrants, refugees, and/or different age groups such as teens and baby boomers. Specifically, what were these designs created for, what was your process, did you have multiple designs or just one, and how successful was the finish work? A copy of this work in your on-line portfolio would be a bonus.
4. Describe your ability and experience working with a wide range of individuals and personalities. How do you deal with competing deadlines, accept and process feedback, and manage other organizational challenges?

Deadline: Applications must be received no later than Monday, March 25, 2019. Please deliver by mail or email to Joan.Hallquist@portlandoregon.gov. There is no need to submit your application using both options, and method of delivery will not count toward evaluation. However, timeliness and presentation will.

The Recruitment Process:

1. Each cover letter/resume will be evaluated. Only candidates who meet the minimum qualifications, and fully answer supplemental questions, will be placed on an eligibility list.
2. Incomplete or inappropriate information will result in disqualification.
3. Additional evaluation may be required prior to establishment of an eligibility list.
4. Interviews will be conducted after the final reviews. Applicants will be contacted for an interview, and references will be required.

Send cover letter and resume to:

1. Joan Hallquist, Marketing Manager
Portland Parks & Recreation
1050 SW Sixth Ave., Suite 2200
Portland, Oregon 97204
2. By email as an attachment to: Joan.Hallquist@portlandoregon.gov

Direct all questions: Email Joan Hallquist at Joan.Hallquist@portlandoregon.gov or Sara Mayhew-Jenkins at Sara.Mayhew-Jenkins@portlandoregon.gov.

Portland Parks & Recreation values a diverse workforce and seeks ways to promote equity and inclusion within the organization. PP&R encourages candidates with knowledge, ability, and experience working with a broad range of individuals and diverse communities. PP&R encourages candidates that can fluently speak another language to include that information in your resume.

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For accommodations, translations, to file a complaint or additional information, contact the Title VI/Title II Program Manager at 421 SW 5th Avenue, Suite 500, Portland, OR 97204, by email at title6complaints@portlandoregon.gov or by telephone (503) 823-2559, City TTY 503-823-6868, or use Oregon Relay Service: 711.