

Graphic Design Coordinator



INCUMBENT: Vacant
REPORTS TO: Creative Services Lead
LOCATION: Bowling Green, KY
STATUS: Full-Time, Salaried
DATE: Open Until Filled

DESCRIPTION

The Graphic Design Coordinator is responsible for collaborating with in-house partners to create and manage digital and physical design assets. This position will assist in developing engaging creative materials that resonate with our diverse audience. This is a hybrid role, with a balance of in-person and remote work.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Manage deadlines and project details through regular and ongoing communication with Creative Services Lead and in-house partners.
- Collaborate with project management to keep projects on track and on schedule and assist with timeline development.
- Create renderings and prototypes as needed for concept approval before creating design assets.
- Create compelling visual content that is both functional and beautiful for a variety of departments with a wide range of needs, including web, social, digital display, email marketing, large and small format printing and design, exhibit work., presentations, and report graphic design.
- Collaborate with project management to keep projects on track and on schedule and assist with timeline development.
- Maintain regularly scheduled design projects.
- Familiarize yourself with the National Corvette Museum and the larger Corvette/Chevrolet/General Motors brand to maintain consistency in design across all creative pieces.
- Assist the Creative Services Lead in development, monitoring and maintaining brand standards in all pieces across the organization.
- Stay current with design trends, tools, and technologies to ensure our creative strategy remains innovative and effective.
- Experiment with new and exciting ways to deliver information through design while upholding brands standards and meeting project goals.
- Responsibilities are not all-inclusive, additional duties may be assigned.

EDUCATION/EXPERIENCE

- B.A. or B.F.A. in graphic design or related field.
- 3-4 years' experience preferred.
- Advanced skills in current Adobe Creative Suite including InDesign, Photoshop, Illustrator, Acrobat. Knowledge of Asana is a plus.
- Experience with digital and animated media.
- Experience working with printers to fulfill design projects.

QUALIFICATIONS

- Proven ability to troubleshoot each project to identify and find innovative solutions to remedy potential production issues.
- Ability to follow brand guidelines and employ technical skills and knowledge to check for accuracy and consistency in layout and text formatting.
- Ability to organize, multitask, and prepare accurate files.
- Actively participates and collaborates with others on the creative/marketing team as well as the greater Museum team to achieve goals.
- Clearly conveys and accurately receives information by a variety of methods and in various situations.
- Must possess a reliable and high-speed internet connection as this role operates on a hybrid model, requiring both in-office and remote work capabilities.
- Passion for the Corvette brand and automotive culture is a plus.
- Valid state driver's license required.

ESSENTIAL PHYSICAL REQUIREMENTS

- Ability to sit and/or stand for long periods of time.
- Ability to lift and carry up to 20 lbs.
- Ability to operate computers and other equipment in the office.
- Must have sufficient mobility to move around the office and the community.