



## Job Description

**TITLE: Associate Director, Creative Services/Graphic Designer**

REPORTS TO:	Executive Director
DEPARTMENT:	Creative Services Team
GRADE:	Full-Time, Salaried
COMPENSATION:	Commensurate with experience and portfolio
FLSA:	Exempt

### POSITION SUMMARY:

The Associate Director of Creative Services/Graphics Designer supports Ballet Austin's Creative Services design and implementation of Ballet Austin's visual brand identity and its extensions through a diverse array of communications channels, including print, broadcast and digital platforms, and through the organization's physical assets, including Ballet Austin's building(s), studios and rented facilities.

This position, which reports directly to Executive Director, manages the internal and external resources necessary to build creative assets for the purpose of marketing goods and services to the public and communicating Ballet Austin's mission to the community and supporters. This position is responsible for the in-house creation of graphic assets and marketing/communication collaterals related to this activity, while helping manage the activities of outside creative design personnel and related support services.

### ESSENTIAL FUNCTIONS:

Key job responsibilities include by are not limited to...

- Serve as Ballet Austin's brand guardian and manage a mix of creative design projects to support revenue generation; customer recruitment, reactivation and retention; and brand awareness;
- Create impactful designs that capture and promote Ballet Austin's identity as a performing arts organization, ballet academy, health and fitness center, and community partner, consistent with the creative design for the season and/or other parameters;
- Design marketing/sales/communications collaterals, advertisements (print and digital), handouts, brochures, signage (print and digital) proposal materials, presentations, video graphics, website content, and other materials for external and internal audiences;
- Coordinate and oversee the capture of video and photo content required for collateral creation;
- Help identify and oversee external graphic designers, photographers, videographers, web developers, printers and consultants as needed to complete design project work;
- Manage budget related to creative design needs;

- Develop and maintain Ballet Austin design collaterals, including logos, logotypes and other design assets used to promote and fulfill Ballet Austin's corporate and community partnerships;
- Manage production of all print pieces from conception to completion and attend press checks as needed;
- Stay current on industry design trends, seeking out new tactics for marketing and advertising; and
- Support the Creative Services team and other revenue centers at all Ballet Austin Productions

## QUALIFICATIONS:

- Four-year marketing- or design-related Bachelor's Degree from a recognized college or university;
- Minimum of 3-5 years' graphic design and project management experience in creative agency, for-profit or nonprofit business environment, and/or freelance design working equivalent;
- Robust design portfolio of innovative concepts, including samples of multi-channel advertising campaigns that delivered measurable results;
- Ability to develop, implement and enforce brand guidelines and assist coworkers in doing the same;
- Strong understanding of brand development and multichannel marketing concepts with proven ability to present concepts through visuals and artwork;
- Strong conceptual skills with high-level sense of design with layout and typography, print design and print processes, including layout, materials and methods;
- Sophisticated, high-end design style (color and composition) with impeccable attention to detail;
- Able to offer a variety of design solutions to support campaign concepts;
- Ability to execute across different digital marketing channels in integrated campaigns;
- Current understanding of creating digital content for both display and social advertising;
- Expert-level in a variety of graphic design software for Mac and PC;
- Proficient in Microsoft products to including PowerPoint, Word, Excel, Publisher, and Visio. Should be knowledgeable of both PC and Mac operating environments;
- Working knowledge of HTML, JavaScript and WordPress templates;
- Working knowledge with film editing software is a plus;
- Experience communicating with and managing external printers;
- Agile and flexible working style with the ability to be self-directed while managing multiple projects with tight deadlines and conservative budgets;
- Excellent organizational, time-management, problem-solving, and communication skills, both written and verbal; and
- Team player with a strong sense of accountability and a positive attitude.

## TO APPLY:

Please email resume and completed Ballet Austin employment application to [HR@balletaustin.org](mailto:HR@balletaustin.org)

If email is not available, you may also mail a hard copy to:

**Human Resources  
Ballet Austin  
501 W. 3rd Street  
Austin, TX 78701**

Review of applications will begin immediately and will continue until the position is filled.

**BACKGROUND SEARCH REQUIRED**

**NEW HIRES WILL BE ASKED TO PROVIDE PROOF OF COVID-19 VACCINATION**

Ballet Austin is committed to enhancing the diversity of our student body, faculty, and staff. Hiring and other employment-related decisions are made on the basis of an individual's qualifications, past experience, overall performance and other employment-related criteria. In conjunction with Ballet Austin's commitment to increasing the racial diversity within our organization, we are particularly interested in receiving inquiries from applicants of color. It is the policy of Ballet Austin to provide equal opportunities for employment and advancement for all individuals, regardless of age, gender, race, religion, color, disability, veteran status, sexual orientation, national origin, or any other legally protected category.