



kalmbach smith meadows

**Job Description
Graphic Designer / Video Production**

GRAPHIC DESIGNER

The Graphic Designer / Video Production position is responsible for creative concept and implementation through the channels of graphic design and video production.

Flexibility, adaptability and the ability to learn quickly in various technical and creative environments, while delivering quality work by tight deadlines, are key attributes of this individual.

1) *Conceptual Development*

This position requires the ability for creative concept and theme as it relates to the client base and industry. It is required in this position to possess the skill set to adapt those concepts so they are applicable to whichever medium best serves the clients' interests.

2) *Process Skills*

This position requires an employee to have knowledge of all processes involved in print and electronic media. This includes determining papers, colors, printing processes, and print-ready output. One must also have knowledge of the different formats and requirements acceptable to any electronic media outlet.

3) *Design Skills*

This position must have knowledge of typography, spatial orientation, the handling and manipulation of images, freehand graphics, and basic design elements.

4) *Job Proofing Skills*

This position requires someone who can ensure that work isn't output without proper internal proofing and client approval. This includes ensuring proper formats are followed and final preparations are completed.

5) *Client & Vendor Relations*

Although this position doesn't always require client interaction, this person must have exceptional listening skills. KSM is a very client-focused organization and this person must be willing to interact with the customer base and translate their ideas into effective design. This person must be willing to accept that the clients' ideas are not always right, but must be given utmost consideration. This person may also be called upon to make presentations when needed.

6) Computer Skills

This person must have basic skills in computer design software. A general knowledge of both Mac (InDesign, Photo Shop and Illustrator) and PC operations is required. Other production programs for video edit including Adobe Production Suite CS4 (premier, AfterEffects,etc) Quicktime will be called into practice. Application into all media channels including the internet is required.

7) Workload Organization Skills

This position requires someone who can prioritize, organize, and manage a substantial workload. This includes being able to complete jobs in a timely manner or on a specified deadline. This skill set also involves being able to finish jobs in less time than quoted in order to maximize profitability. One must also be able to complete in house paperwork to ensure proper billing and documentation. This person should work in tandem with others in the design department, sharing responsibility of work loads, quality control and the like.

8) Production Skills

This position requires both pre and post-production skills for video and commercial production. It is required in this position to possess knowledge of both the technical camera work, as well as the creative discipline of shooting on-site or in-studio. The post-production work is done in Adobe Production Suite.

Experience and Education

Related experience within the advertising industry is preferable. A Bachelors degree is required, preferably in Fine Arts.

Other Skills:

- Excellent verbal and written communication skills
- Well organized
- Superior negotiation skills
- Self Motivated
- Strong work ethic and attitude

Employee pay: Salary plus benefits, paid vacation and IRA options

Contact:

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