

**Position**

Graphics Production Manger

Classification

exempt

Reports to

Director of Marketing and Patron Services

Date

12/1/2017

JOB DESCRIPTION**Summary/Objective**

The Graphics Production Manager works integrally with the Marketing team, and the entire Cincinnati Ballet staff to produce and execute an array of materials that are in keeping with the look and feel of Cincinnati Ballet's approved brand presence. As "keeper of the visual brand identity", the role is responsible for implementing the approved brand across all mediums ensuring a consistent, professional, quality appearance in line with the Company's mission.

Duties and Responsibilities

- Implement the design applications and brand across all mediums including, but not limited to: Billboards, Banners, Postcards, Brochures, Invitations, Print and Online Ads, Letterhead, Business Cards, Playbills, Video Slides, Merchandise, and the Web Look and Feel for the official Cincinnati Ballet website
- Work with the Director of Marketing to develop and execute program specific graphics requests and email campaigns
- Working with the Director of Marketing and the Marketing team, ensure consistent design output is produced throughout the organization's departments: Marketing, Development, Executive, Education and Academy
- Make various formats of generated and or supplied artwork production-ready, and resolve any artwork issues that arise during production
- Catalog and reference all graphics and art for future projects
- Project manage design deliverables to deadline requirements
- Provide appropriate art direction by developing, maintaining, guarding and promoting the Company's image
- Prepare final press-ready files based on supplied specifications for several types of printing
- Conduct print press checks
- Responsible to work with the various departments to ensure the official Cincinnati Ballet website content, look and feel is up-to-date and design consistent
- Create Company-branded merchandise and apparel



Key Professional Experience Required for this Position

- Strong Visual Communication Skills
- Time Management & Multitasking
- Project Management
- Critical Evaluation
- Consultation
- Communication

Education and Experience

- 4-year degree in design or 5 years in related field
- Computer skills - At a minimum be able to work in Adobe Creative Suite 6, Microsoft Excel, Microsoft PowerPoint, Microsoft Word
- Experience with email marketing program such as Constant Contact or WordFly
- Basic HTML knowledge (advanced HTML knowledge a plus)
- Experience working with WordPress Templates
- Detail oriented
- Excellent written and verbal communication skills