



## GRAPHIC ARTIST

### **Professional Description:**

The Graphic Artist will develop and create a consistent public image thru the production of informational, educational and promotional multi-media projects for the Guam Visitors Bureau as assigned. Work requires the design and production of various printed materials, such as newspaper and magazine advertising, and brochures as well as the production of PowerPoint presentations and package 2D / 3D graphic animations that are designed to communicate branding concepts across a variety of media platforms such as Broadcast TV, Web, Radio, Newspaper, Brochures and promotional materials such as T-Shirts, etc. Performs other related duties as assigned.

### **Essential Duties and Responsibilities:**

- Develop mock-ups and concepts
- Develop mechanicals for print
- Prep graphics for fliers, brochures, posters and t-shirts
- Prep graphics for proposals, presentations and other sales tools
- Prep graphics for web, intranet and video
- Plan and implement advertising layouts
- Work with outside vendors to manage production
- Develop tradeshow signage and displays
- Design newsletter layouts for multiple formats (web, print)
- Coordinate and participate in photography assignments
- Provide quality customer service for all staff and customers
- Adhere and enforce to all GVB departmental policies and procedures
- Perform difficult time-sensitive work, and meet deadlines
- Compile and maintain accurate and complete records and reports
- Establish and maintain cooperative working relationships
- Meet the public tactfully and courteously
- Other duties as assigned

### **Educational and Qualifying Experience, Skills, Licenses, Credentials:**

- Graphic creation skills
- Knowledge and experience in creation of original artwork
- Ability to be highly organized and have good planning skills
- Excellent oral and written communication skills
- Ability to work with diverse populations and those with special limitations or needs
- Awareness of and appreciation for individual uniqueness and diversity
- Commitment to staff development and leadership
- Willing to learn new technology
- Give attention to detail
- Ability to be flexible with time frames and be able to make changes with very short notice

- Ability to deal with a variety of projects simultaneously and be able to coordinate effectively with other departments
- Excellent working knowledge of Windows and Microsoft Office and the use of Apple (Mac)G5 computers with Adobe Page Maker Illustration, Photoshop, and InDesign, as well as publishing type inkjet and laser printers
- Preferred degree in Graphic Arts/Visual Communications
- Possession of a current Guam business license