

## AMERICAN FILM INSTITUTE JOB DESCRIPTION

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**POSITION:** Graphic Designer  
**DEPARTMENT:** Creative Services  
**LOCATION:** Los Angeles Campus

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### **PRINCIPAL RESPONSIBILITIES:**

The Graphic Designer is responsible for conceptualizing, developing and executing creative strategies and campaigns for, but not limited to, AFI print materials, video and web. In addition, the Graphic Designer facilitates and manages the printing and production process of creative deliverables and manages the production and installation of work with outside vendors.

### **PRINCIPAL DUTIES:**

- Using InDesign, Photoshop and Illustrator, create effective, eye-catching materials ranging from national print and outdoor advertising to direct mail solicitation and catalog/magazine layouts to web banners and social media to packaging.
- Create formal "pitch" presentations to promote AFI programs and initiatives.
- Provide graphic design and project support to requesting departments to determine style, technique and medium best suited to produce desired effects.
- Develop and maintain visual standards for the AFI brand.
- Proofread copies for spelling, grammar and layout, making appropriate changes; responsible for accuracy and clarity of final copy.
- Negotiate pricing and coordinate design materials with outside vendors, including printers, mail houses, etc.
- Perform a multitude of projects simultaneously while ensuring deadlines are consistently met and standards and budgets are maintained.
- Remain current in the Graphic Design industry by identifying new traits, techniques and shortcuts.
- Perform other duties as assigned.

### **EXPERIENCE/SKILLS REQUIRED:**

- Bachelor's degree, preferably in Graphic Arts.
- Minimum five years hands-on professional design experience in entertainment, packaged goods, advertising or a design agency.
- Excellent oral and written communication skills including strong grammatical and proofreading abilities.
- Excellent computer skills with proficiency in InDesign, Photoshop and Illustrator. Proven ability and expertise with hand drawn illustrations is a necessity.
- Expert skills in presentation design using Keynote and PowerPoint.
- Proven experience with brand design and execution.
- Extensive knowledge of pre-press and printing processes.
- Strong ability to think strategically, envision design concepts and execute direction with minimal supervision and revision.

- A strong team player comfortable collaborating and offering helpful feedback. Successfully able to collaborate with all departments/levels of the organization and third parties in a highly professional manner.
- Successfully able to multi-task and work with tight timelines.
- Attention to detail and strong organizational skills are a must.
- Proven ability to handle numerous details, with appropriate follow up and reporting activities.
- Strong self-motivation and self-initiative; ability to take direction as well as work independently on multiple projects.
- Must demonstrate a friendly and cooperative attitude with internal and external contacts.
- Knowledge of design process for web, mobile and social media applications is a strong plus.
- Ability to work calmly under pressure.
- Personal integrity and the ability to inspire confidence and trust.