

## Graphic Designer

**Department:** External Relations

**Reports to:** Director of Marketing and Communications

**Direct Reports:** N/A

**Classification:** Part-time/Non-Exempt

**Compensation:** \$35/hourly

**How to apply:** Please submit a resume, cover letter, and portfolio to [human.resources@longwharf.org](mailto:human.resources@longwharf.org).

**The Invitation:** Long Wharf Theatre is a gathering place dedicated to producing boundary-breaking theatre with and for its kaleidoscopic communities. We believe that theatre is for everyone, and that art and activism can live side by side. We are committed to building artistically innovative theatre with, for, and by the greater New Haven community. We are seeking a graphic designer to help execute the brand vision across all platforms. This can include digital ads, social media graphics, video titles, direct mail pieces. They are champions of artistic innovation in our visual identity. They will never be afraid to push the boundaries of how design can communicate story.

**The Work Environment & Culture:** The leadership at LWT cares deeply about staff culture and development. Members of the LWT staff are encouraged to engage in courageous conversations within departments and interdepartmentally. There is a belief within the organization that great art comes from great relationships. LWT supports and cares for team members as a reflection of the quality of artistic exploration on our stages. This position can be in-person, hybrid, or remote.

### What you'll be doing:

- Collaborate, brainstorm, and strategize with the Director of Marketing and Communications, Creative Content Manager, and Artistic Director, and other stakeholders across the organization on a wide range of materials that may include online display ads, YouTube videos, TV commercials, flyers, billboards, branded collateral, direct mail, email, social posts, signage, or other marketing materials
- Determine project requirements and conceptualize visuals based on requirements
- Prepare project rough drafts and present ideas for feedback
- Develop concepts with software (Adobe Creative Cloud Applications), and design original content, within brand guidelines, determining ideal usage of color, text, font style, imagery, and layout
- Test graphics across various media platforms
- Ensure final graphics and layouts are visually appealing, on-brand, and meet deadlines
- Translate LWT's strategic direction into high-quality designs in support of its growing and evolving brand and visual identity
- Manage the design and upload process of all project materials, incorporating best practices for using a content management system
- Other tasks, duties, or special projects as assigned

### What you bring to the table:

- Graphic Design Expert. You understand everyone has a unique visual communications style, and you take the time to understand what works best for different stakeholder groups.
- Process Oriented. You know how to juggle multiple projects simultaneously across a wide range of collaborators and ensure that project objectives are met.
- Self-Driven. You are a leader who has a deep passion for serving marginalized communities. You believe that the goals you are working on should contribute to your larger sense of purpose.
- Innovative. You look at the way things are and then imagine 20 ways they can be improved. You're always thinking about trends across graphic design and how we can leverage them for different audiences.
- Collaborative. You understand that the best way to meet and exceed goals is through outstanding teamwork.
- Flexible. You are comfortable navigating ambiguity and working through competing priorities.

- Passionate. You care about telling stories. You care about connecting the community to art. You want to come to work and feel inspired every day. You want to change the world.
- Fun. Something is wrong if theatre is not fun. We know how to have a good time and you should too.

We understand that people gain skills through a variety of professional, personal, educational, and volunteer experiences. If you believe you have the transferable skills necessary to fulfill the responsibilities of this role, we encourage you to apply.