DIRECTOR’S CHOICE
JOB DESCRIPTION

TITLE: Graphic Design Intern

DEPARTMENT: Marketing

REPORTS TO: Director of Marketing

SUPERVISES: N/A

STATUS: Regular Part-Time Non-Exempt

This is a part time, paid internship offering flexible weekday hours. This internship may also be eligible for course credit, if needed. Director's Choice is in compliance with the National Association of Colleges and Employers to ensure this internship is an educational experience, and thus eligible to be considered a legitimate internship by the NACE definition.

BASIC FUNCTION:
Assist with the creation of print designs, social media assets, and advertisements to market, promote and sell the Director’s Choice brand, product features, and customer benefits to our target audience, while gaining valuable hands-on design experience. Learn to meet deadlines in a fast-paced, creative environment. Director’s Choice values our interns and promotes their professional development during their internship.

RESPONSIBILITIES/TASKS:
Note: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.

1. Work with the Director of Marketing and Graphic Designer to establish a vision for a project or design.
2. Assist with creation of graphics and design layouts for print ads, flyers, email campaigns, and posts for our social media accounts.
3. Apply design principles to concepts.
4. Apply design theory to marketing campaigns and advance techniques for software ranging from Adobe Creative Cloud software to Prezi to make pixel perfect illustrations, layouts and presentations.
5. Incorporate UI/UX best practices in website design and layout, and adapt designs for mobile formats and social media
6. Assist with creation of promotional displays (including trade shows), packaging, and marketing materials, as well as the implementation and construction of those displays.
7. Responsibly set, implement, and regularly maintain a declared work schedule for consistent availability to customers and coworkers.
8. Develop and maintain ongoing knowledge of Director’s Choice products and services.
9. Effectively communicate Director’s Choice mission, values, vision, products and services to clients through the graphic design of various sales and marketing pieces.
10. Contribute to marketing campaigns, conventions, and daily duties by helping with given tasks.
11. Meet daily, weekly, and long-term deadlines.
12. Ensure work center is maintained in a safe, clean, healthy and attractive manner.
13. Maintain compliance with all Director’s Choice policies, procedures, regulatory requirements and laws as stated now or as amended.
14. Work successfully as part of a team and responsible for developing and maintaining strong working relations with co-workers.
15. Perform special assignments, projects and other duties as needed and assigned.

Numbers 1 thru 10 are considered primary functions of the job.

POSITION REQUIREMENTS, KNOWLEDGE, SKILLS, EXPERIENCE & ABILITIES:

Note: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

1. Required High School Diploma or GED.
2. Required enrollment in a college degreed program preferred marketing or graphic design.
3. Requires experience with computers, especially Mac-based operating systems.
4. Requires ability to use available research tools (Internet search engines, social networks, etc.) to research marketing trends.
5. Possess basic understanding of multimedia design and building files for both print and digital.
6. Requires basic knowledge of layout principles and esthetic design concepts.
7. Skill with latest Adobe Creative Suite is required, and familiarity HTML & CSS is preferred.
8. Detail-oriented and committed to meeting tight deadlines.
9. Ability to take initiative, employ good judgment, and manage projects from beginning to end.
10. Ability to multitask in a fast-paced environment.
11. Work effectively both independently and as part of a team.
12. Ability to learn and implement new digital technologies and media tactics.
13. Requires a strong interest in working within a diverse and technologically advanced environment.
14. Requires experience with visual communication principles.
15. Requires consistently maintaining the best interests of the company and its employees.
16. Personality attuned to the requirements of meeting needs of the position and ability to establish and maintain effective working relationships with other employees and the public; maintain confidentiality.
17. Requires ability to concentrate on fine detail with frequent interruption; ability to focus attention on tasks for 45-60 minutes at a time on a continuous basis.
18. Required to have close visual acuity to perform an activity such as viewing a computer, extensive reading, visual inspection. Also, with areas such as preparing and reading data and figures, visual inspection involving small details.

19. Requires ability to perceive the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication and to make the discriminations in sound.

20. Requires ability to speak clearly, articulate with accuracy, communicate and make self understood effectively in phone and direct face-to-face interactions