

GRAPHIC DESIGNER/PRODUCTION COORDINATOR

The Graphic Designer/Production Coordinator assists the Publications Editor with preparation and production of a variety of printed materials, including the conference's monthly newsmagazine, conference Journal, Book of Reports and Mission Opportunities booklet. The position also includes responsibility for designing and producing printed materials (brochures, informational pieces, promotional materials, letterhead, business cards) requested by conference staff, boards and agencies.

In addition, the graphic designer assists the Webmaster with design, artwork, graphics and illustrations to be used on the conference Web site in order to enhance the Web site as an effective communications tool.

Specific job responsibilities include:

1. Under the direction of the Advocate editor, assists with page design, layout and production of monthly *Virginia United Methodist Advocate* news magazine
 - a. In consultation with editor, develops monthly production schedules
 - b. Prepares page layout using InDesign software
 - c. Assists advertisers with layout and graphics questions, producing ads if requested
 - d. Assists with finding and acquiring photos and graphics, as needed.
 - e. Proofreads all pages and coordinates proofreading and approval by editor and director of Communications
 - f. Delivers camera-ready artwork of magazine pages to printers in accordance with monthly deadlines
 - g. Manages relationship with commercial printer, obtaining cost estimates, printing and delivery schedules, publication specs, press requirements, etc.
 - h. Assists editor with preparation of online Advocate pages, imbedding hyperlinks and uploading onto conference Web site
 - i. Prepares online ads for advertisers
 - j. Assists with preparation of promotional materials for Advocate subscriptions, including renewal forms and church campaign materials
 - k. Develops promotional materials for advertising sales, including size specs, costs, etc.

2. Manages production and assists Publications Editor with layout, design and proofreading of other conference publications, including, but not limited to:

- a. Book of Reports
- b. Conference Journal
- c. Mission Opportunities booklet
- d. Directory of the Ministry
- e. Clergy Pictorial Directory
- f. Neighbors quarterly newsletter
- g. Heritage Bulletin of the Virginia Conference Historical Society of The United Methodist Church

3. Works with conference staff and conference boards and agencies, as requested, to design and produce various materials, including, but not limited to: Brochures and promotional or educational fliers; bulletin inserts; letterhead and business cards; banners; staff name badges.

Production includes obtaining cost estimates prior to production to assist with decision-making re choice of production method; preparation of camera-ready copy for outside printers and coordination of production; printing on office color printer; and preparation of Web-appropriate documents for use online.

4. Produces annual conference printed materials (Memorial Service Book, Ordination Service Book and any other printed materials needed for annual conference.)

5. Assists webmaster with Web site design, uploading materials, providing graphics, creating animations and developing multimedia

6. Serves as back-up to administrative staff. In absence of secretary, greets visitors to department; answers telephone; responds to questions from callers or visitors; accepts orders for Advocate subscriptions, Conference Journals, directories, etc.; serves as a resource to local churches in dealing with communications issues and questions.

7. Continue learning and increasing knowledge of the latest graphic design techniques through professional organizations and continuing education.

Requirements:

1. Experience in page layout and design
2. Proficient in use of InDesign, Illustrator, PhotoShop and Adobe Acrobat software
3. Knowledge of printing technology (paper stock, colors and inks, resolution, file formats for printing, e.g., vectorgraphic, pdf, eps, rgb, cmyk, jpg, tiff, png, etc.)
4. Familiarity with AP style
5. Excellent communication, writing, spelling and grammar skills
6. Some experience in Web design
7. Knowledge and/or experience with HTML and CSS
8. Experience in multimedia creation with Flash or Java a plus
9. Strong organizational skills to manage multiple projects and complete tasks quickly within the constraints of timelines and budgets
10. Good team player, working cooperatively and collaboratively with the Director of Communications, Publications Editor and other members of Communications Department and conference staff
11. Knowledge of The United Methodist Church and its polity and procedures
12. Knowledge of The Virginia Conference