Are you interested in using your talents in a way that could positively impact the wellbeing of all people? If so, we might be the place for you! The Health Museum’s mission is to foster wonder and curiosity about health, medical science, and the human body. We offer transformative learning opportunities for all ages that are multi-sensory and engaging. The Health Museum’s core values—inspirational, evidence-based, and individualized—function as a vital part of our long-term strategy of growth, expansion to reach new audiences, and empowering healthier living.

**Job Summary:**

The Graphic Designer & Social Media Specialist is instrumental in growing the organization’s reach and exposure through compelling graphics for print, social media content and digital communications. This position is tasked with designing the visual support for content and story lines that promote our services and builds the museum community of patrons. This includes print and digital, video, museum exhibition graphics, marketing collateral, events, and presentation materials. The graphic designer works closely with internal departments and external vendors overseeing accuracy, quality control, deadlines, and budget requirements.

The designer works on visual graphics that combine the use of art and technology, including the use of some video, animation, motion graphics and audio in support of social media platforms (Instagram, Facebook, Twitter, YouTube, and Website).

**Job Responsibilities:**

**Graphic Design (50%)**

- Design and produce useful, understandable, innovative, and aesthetic elements for graphics for print and digital materials required across departments.
- Create the visual and textural elements for both digital media and static print that communicate quickly, convincingly with key information easily identified.
- Contribute to in-house exhibit design work, particularly, improved graphics (print and media) for permanent exhibits and work with exhibit installation team to install graphics and video components for exhibitions.
- Maintain an organized inventory of all print pieces and digital files.
• Creation and execution of advertising concepts designed for multiple formats including newspaper and magazine advertisements in print and online, and more.
• Coordinate the gathering/designing approved materials and logos for exhibits.
• Interface with external printers for signage, and all other collateral.

Social Media (35%)
• Create and manage regular posts and support staff responses to followers.
• Generate ideas, gathering, and repurposing content to engage and maintain audiences.
• Assist in developing the content calendar for multiple channels, including Facebook, Instagram, YouTube, and LinkedIn.
• Collaborate to strategize on social media tactics to grow audiences.
• Stay up to date on new trends and propose new ideas to optimize social media strategy.

Additional Duties (15%)
• Contribute to the use of multiple mediums to present information that is accessible and engaging to the public.
• Assist museum staff with updates, changes, or additions to the website.
• Edit video presentations and public programming.
• Point person for museum digital signage system.
• Takes photos and videos at the museum and during special events.

Qualifications:
• Undergraduate degree in graphic design, visual communications, or related degree
• Portfolio of work demonstrating creative and diverse digital images/editing, design, video
• Proficient in Adobe Creative Suite - Illustrator, Photo Shop, In-Design, After Effects & Media Encoder for video editing.
• Experience with the major social media platforms (Facebook, IG, LinkedIn, Twitter, YouTube) with demonstrated expertise in creating engaging content and attracting new followers.
• Able to multi-task and create an organized production schedule that incorporates time for both scheduled and unscheduled projects.
• Experience managing print production and trafficking jobs with knowledge of papers and printing processes.
• Experience with website content design – Drupal 9 a plus.

Please send your resume and cover letter to us at: hr@thehealthmuseum.org