



## **JOB DESCRIPTION**

**JOB TITLE:** Senior Graphic Designer

**DEPARTMENT:** Marketing and Communications

**REPORTS TO:** Vice President of Marketing and Communications

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### **POSITION SUMMARY:**

Support, strengthen and grow the ISO organizational brand and mission founded on a commitment to artistic excellence, community involvement and leadership, and music for all – open-to-all culture meant to inspire, educate, celebrate and grow orchestral music audiences through the magic of shared live music. As an integral member of the ISO Marketing Department, the Senior Graphic Designer possesses a unique combination of cultural curiosity and institutional discipline, collaborating with departments of the Indianapolis Symphony Orchestra – including artistic, development and learning community as well as the executive leadership team – to promote the institution’s image, brand and messaging by creating engaging visual design for internal and external audiences. Reports directly to the Vice President for Marketing.

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### **REPRESENTATIVE DUTIES AND RESPONSIBILITIES:**

- Ensure the continuity of the ISO message and brand while embracing and understanding evolving design trends.
- Work collaboratively with Marketing & Communications Team to translate marketing objectives into creative strategies that resonate with existing patrons while attracting new audiences.
- Handle multiple projects simultaneously and assist with both their creative concept development and the implementation of concept.
- Create multiple format materials for both print and digital; the ideal candidate will be comfortable designing long-form publications as well as animated GIFs for social media.
- Create an organization-wide naming hierarchy for graphic documents and maintain organization of files in SharePoint.
- Work closely with Traffic/Project manager to create realistic schedules and deadlines for departments; manage lobby video to ensure timely and on-brand promotion

- Manage printing vendors for both printing and fulfillment, seeking new and innovative methods of creating and presenting materials
- Serve as a photographer for ISO events as needed.
- Attend various concerts as a Marketing Representative.
- Perform other related duties as required by the position.

## **MINIMUM REQUIREMENTS**

Ideal candidate will have a Bachelor's Degree in Graphic Design or related field with three or more years of experience. Expert proficiencies in:

- Adobe Suite (Illustrator, Photoshop, InDesign, and more)
- Microsoft (Microsoft PowerPoint, Microsoft Word, Microsoft Excel)
- Typography
- Branding
- Logo Design
- Brand Hierarchy & Information Architecture

In addition, the ideal candidate will possess the following:

- Analytical skills and creativity
- Flexibility
- Attention to detail and deadline-oriented
- Acute vision
- Time-management and communication skills

## **INTERPERSONAL CONTACTS**

**INTERNAL:** Frequent contact with all levels of staff employees and musicians.

**EXTERNAL:** Contact with media vendors, printing vendors, other orchestra staff members, board members, and volunteers.

## **CONTENT OF CONFIDENTIAL INFORMATION**

Will have access to confidential programming and marketing plans and staff and musician biographical information.

## **OUR MISSION**

To inspire, entertain, educate and challenge through innovative programs and symphonic music performed at the highest artistic level.

## **OUR VALUES**

At the Indianapolis Symphony Orchestra, we are one team committed to achieving our mission through:

- Outstanding **performance** on and off the stage.
- Extraordinary **service** to both internal and external customers.
- A compassionate workplace built on **trust** and **mutual respect**.
- A culture of **flexibility** and **openness to change**.

*The Indianapolis Symphony Orchestra is proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration without regard to race, color, religion, gender, national origin, age, disability, sexual orientation, veteran status or any other status protected by law.*

**Applications for this position should be sent to  
[jobs@indianapolissymphony.org](mailto:jobs@indianapolissymphony.org).**