



AT THE LORRAINE MOTEL

JOB TITLE: Creative Specialist

REPORTS TO: Chief Marketing & External Affairs Officer

FLSA:

DATE: June 30, 2018

ORGANIZATION MISSION

Located at the Lorraine Motel, the assassination site of Dr. Martin Luther King Jr., the National Civil Rights Museum chronicles the American civil rights movement, examines today's global civil and human rights issues, provokes thoughtful debate and serves as a catalyst for positive social change.

POSITION SUMMARY

In support of the museum's branding, creative design and content needs, the Creative Specialist works closely with the Chief Marketing & External Affairs Officer to design, advertising, social and digital marketing campaigns, signage, editorial and promotional content. The Creative Specialist will help in maintaining the integrity, positioning and messaging of the museum brand among diverse audiences and across multiple campaigns.

QUALIFICATIONS:

Minimum of 2-3 years of experience in creative design and production. Proficient in Microsoft Office (Outlook, Word, PowerPoint, Excel), Adobe Creative Suite including InDesign, Photoshop, Illustrator and other development and editing software. Familiar with WordPress and Digital Marketing platforms. Must have HTML/CSS understanding. Copywriting, video editing and photography is a plus.

JOB FUNCTIONS:

- Designs and creates graphics for Marketing and other departments including print/digital ads, social media graphics, e-blasts/e-News, posters, banners, brochures, signage and others as needed
- Ensures all graphics are within standards and have been proofed
- Sends out advertisements and designs to external media as assigned
- Serves as a creative consultant for the marketing team including creative naming, communications, and other content
- Coordinates development of the Brand Style Guide that catalogues the museum's specific colors, type, logos, brand marks, imagery, patterns, taglines, etc.
- Coordinates video shoots for various events, campaigns
- Maintains photo galleries (i.e. SmugMug)
- Edits footage to create videos for use in presentations
- Demonstrates versatile and effective promotional writing while applying marketing strategies for a variety of in-house clients
- Researches and applies new design approaches

OTHER FUNCTIONS

The Creative Specialist performs additional functions (essential or otherwise), which may be assigned. The position may require work on weekends, nights, and holidays to accommodate marketing program execution and coordination.

APPLICATION

- Submit cover letter, resume and creative samples by August 10, 2018 to fmorris@civilrightsmuseum.org.