

**Job Posting:** Graphic Designer

Paramount Center for the Arts  
913 W. St. Germain Street  
St. Cloud, MN 56301

The Graphic Designer oversees the development, design and printing of all graphic materials related to the operation and promotion of the Paramount Center for the Arts. This role includes working with department leaders to develop promotional initiatives, coordinate print materials, update website content, manage social media, meet advertising deadlines, work with a wide range of media and graphic design software, and create all internally produced documents, signage, handouts etc.

**MISSION & VISION**

The mission of the **Paramount Center for the Arts**, located in downtown St. Cloud, MN, is to provide opportunities for artistic production, creative exploration, arts education and the enjoyment of arts and entertainment throughout Central Minnesota and beyond. The Paramount Center for the Arts includes an 800-seat historic theatre – which celebrated its 100<sup>th</sup> anniversary in 2021 – plus over 8500 square feet of visual arts studios, and three gallery spaces, which can support community outreach programs.

The PCA vision is that all art will change people. The Paramount Center for the Arts will inspire through artistic excellence, transform through exploration of many different art forms, and connect one resident to another, who together, generate a positive impact on the culture and economy of the region.

Resume/curriculum vitae should be sent by US Mail or email to:

Mailing address:

Gretchen Boulka, Dir. of Performing Arts  
Paramount Center for the Arts  
913 W. St. Germain St.  
St. Cloud, Minnesota 56301

Email: [gboulka@paramountarts.org](mailto:gboulka@paramountarts.org)

Applications should be submitted by 4:00 pm on Friday, November 18, 2022.

This is a full-time, non-exempt position (32-40 hours per week). Starting hourly rate is \$17-19/hour, depending on experience and qualifications. Employee to work on-site, Monday-Friday, mostly between the hours of 9am – 5pm. Some flexibility can be negotiated regarding time working from home and one's daily schedule. Employee will be required to be on-site on Wednesdays for all-staff meetings. Benefits include: paid parking, vacation time, personal time, nine paid holidays, a 401(k) matching program (after 1 year of employment), and occasional complimentary admission to performances and classes.

**Paramount Center for the Arts**  
**JOB DESCRIPTION**

TITLE: Graphic Designer DATE: November 2022

REPORTS TO: Director of Performing Arts DEPT: Administration

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**FUNCTION**

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**DUTIES/RESPONSIBILITIES**

1. Develop and design promotional and institutional graphic materials for both internal and external printing, advertising, posting and sharing.
2. Ensure the Paramount’s brand identity across all marketing and organizational materials.
3. Prepare, edit and submit print materials. This includes but is not limited to: newspaper and magazine ads, mailers, posters, flyers, annual brochures, programs, docents, inserts, etc.
4. Create and manage digital materials, including website, video productions, onsite TV screens, digital ads, etc.
5. Manage all social media accounts, including creating and scheduling content, responding to patrons and other artists’ pages, and staying on top of trends and best practices, as well as onboarding new platforms.
6. Generate monthly analytic reports from Google Analytics, MailChimp, and Social Media accounts.
7. Oversee the Paramount website, including publishing new events, updating and monitoring content and coordinating with our partner web developer on additional projects.
8. Prepare, edit and send weekly e-newsletters using MailChimp software.
9. Fulfill project deadlines through a task management system (Trello) used to organize, coordinate, and execute multiple projects in a timely manner.
10. Additional duties as assigned.

**POSITIONS SUPERVISED**

**NUMBER OF EMPLOYEES**

**DIRECT**

None

**INDIRECT**

None

**SUPERVISION RECEIVED**

The Graphic Designer reports to the Director of Performing Arts.

## **FINANCIAL RESPONSIBILITY**

The Graphic Designer is responsible for ensuring all projects are completed on time, as many projects include paid advertisements and/or time-sensitive materials. Works closely with the Marketing Assistant to stay on budget for social media ad campaigns.

## **CONTACTS**

The Graphic Designer works with several staff members including the Director of Performing Arts, Director of Community Engagement, Development Director, Visual Arts Department Manager, Gallery Curator, Gift Gallery Manager and Marketing Assistant.

## **QUALIFICATIONS**

### **EDUCATION**

Bachelor's degree in graphic design or related field preferred. Portfolio and work samples encouraged.

### **EXPERIENCE**

At least two years of professional experience in graphic design.

### **KNOWLEDGE AND SKILLS**

- An artistic and creative eye for visual composition
- Adobe Creative Suite, including but not limited to InDesign, Photoshop, Illustrator, etc
- Microsoft Office Suite, including Outlook, Word, Excel, SharePoint, PowerPoint, etc
- Mac OSX and Windows
- Wordpress CMS
- Understanding of printing and digital processes and specifications
- Experience running social media for a multi-facet organization preferred
- Photography and/or videography skills preferred

### **ABILITIES**

- Design creatively with speed, accuracy and attention to detail
- Absorb and apply direction and constructive criticism
- Able to work independently, but also team and organization focused
- Possess strong organizational skills and ability to work on a variety of projects at the same time
- Show initiative and make creative decisions
- Communicate clearly and concisely, both orally and in writing
- Establish and maintain productive, pleasant and respectful relationships with those both within and outside the organization

### **SPECIAL REQUIREMENTS**

The Graphic Designer is required to regularly talk with and hear colleagues and clients in person and over the phone. Must be able to use a computer with keyboard and both standard size and oversized computer monitors. May be required to lift 10-15 pounds and/or large printed materials or to drive short distances to pick up or drop off print materials.

### **WAGE & BENEFITS**

This is a full-time, non-exempt position (32-40 hours per week). Starting hourly rate is \$17-19/hour, depending on experience and qualifications. Employee to work on-site, Monday-Friday, mostly between the hours of 9am – 5pm. Some flexibility can be negotiated regarding time working from home and one's daily schedule. Employee will be required to be on-site on Wednesdays for all-staff meetings. Benefits include: paid parking, vacation time, personal time, nine paid holidays, a 401(k) matching program (after 1 year of employment), and occasional

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