



POSITION DESCRIPTION

POSITION TITLE	Graphic Designer
REPORTS TO	Executive Director of Public Relations
DEPARTMENT	WFBF Communications
FLSA STATUS	Non-Exempt

POSITION SUMMARY:

Responsible for applying art, design, and copy layout skills to create visually engaging concepts, such as promotional and branding materials, communication media, and other print and digital materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Design and coordinate printing of Farm Bureau's 48-page Rural Route magazine (sent 6 times a year). Work with editorial team and contributors to organize content.
- Work with Times Citizen, Slack and other advertising partners to coordinate advertisements.
- Assist in designing Gather Wisconsin brand materials.
- Maintain WFBF brand manual and ensure trademark guidelines are adhered to.
- Design all Farm Bureau event programs, artwork and advertising.
- Design WFBF letterhead, banners and business cards.
- Design Farm Bureau Connection (Associate Newsletter) twice a year.
- Work with WFBF departments on special projects such as policy book, Farm Facts Brochure and membership recruitment pieces.
- Maintain and update the WFBF and Ag in the Classroom websites.
- Take photos as needed of Farm Bureau events and members.
- Manage WFBF's digital assets with the online management system.
- Assume other duties as requested by the Executive Director of Public Relations.

REQUIRED KNOWLEDGE/SKILLS/ABILITIES:

- Ability to proactively work on multiple projects simultaneously and effectively juggle diverse designing demands.



- Fluent written and verbal communication skills with high attention to grammar and written presentation.
- Proficiency using Microsoft Word, PowerPoint, Excel, Access, Outlook, Adobe Lightroom, Acrobat, InDesign, Illustrator, and Photoshop.
- Familiar with and proficient in the use of Wordpress, Facebook, Twitter, Instagram, Pinterest, and other social media platforms.
- Ability to self-educate as technology changes.
- Ability to work independently on an assignment as well as collaboratively as a member of a team.
- Video/audio editing skills beneficial but not required.

REQUIRED EDUCATION AND EXPERIENCE:

- Associate's degree in Graphic Design or related field.
- At least four years of relevant work experience.

PHYSICAL REQUIREMENTS:

- Prolonged periods of sitting at a desk and working on a computer.