



## Job Description for Graphic and Web Designer

**Reports To:** Director of Sales and Marketing

**Area of Responsibility:** Marketing

**Wage Classification:** Full-time exempt

**Position Summary:** The Graphic and Web Designer at Nashville Ballet is a key in-house role responsible for creating visually engaging content that reflects the brand's artistic vision across all platforms. This role involves designing a wide range of promotional materials, maintaining the organization's website, and ensuring brand consistency. The Graphic and Web Designer will work closely with the Digital Marketing and Social Media Manager to enhance digital campaigns and improve the online presence of the Nashville Ballet.

### Essential Functions and Responsibilities:

- **Graphic Design:**
  - Design and produce visual materials for print and digital, including brochures, posters, digital ads, and promotional materials for upcoming ballet performances and events.
  - Create visual content for social media, email campaigns, and online advertisements that aligns with specific campaign goals and audience engagement strategies.
  - Maintain a high standard of creative and visual aesthetics while adhering to Nashville Ballet's brand guidelines.
- **Web Design and Maintenance:**
  - Manage and update the Nashville Ballet website, ensuring content is current, visually appealing, and user-friendly.
  - Work with the Digital Marketing and Social Media Manager to implement design changes that enhance user experience and optimize site performance for SEO.
  - Monitor website traffic and user engagement metrics to identify design elements that need adjustment or enhancement.
- **Brand Consistency:**
  - Ensure all design elements are consistent with the organization's brand identity across all platforms and materials.
  - Develop and maintain a library of design and brand assets, such as logos, color schemes, and layout templates, to be used across the organization.
- **Collaboration and Project Management:**
  - Collaborate with marketing, development, and other departments to understand their design needs and provide creative solutions.
  - Manage multiple design projects from concept through completion, working under tight deadlines and budget constraints.
  - Provide expertise in photo and video shoots, contributing to creative direction and ensuring that visual content aligns with brand standards.

### Qualifications:

- Bachelor's degree in Graphic Design, Web Design, or a related field.
- Proven graphic design and web development experience, including a strong portfolio of work.
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and web design software such as WordPress or Squarespace.
- Knowledge of best practices in web UX/UI and an understanding of responsive design.

- Strong organizational skills and attention to detail.
- Excellent communication and collaboration abilities.
- Ability to manage projects independently and work effectively under pressure.

**Physical Demands:**

The physical demands described here are a non-exhaustive list of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the employee is regularly required to handle, feel, talk, and hear. The employee is frequently required to stand, walk, and reach with hands and arms above the shoulders. The employee is frequently required to sit and occasionally stoop, kneel, crouch, or crawl. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds.

**Work Environment:**

The work environment characteristics described here are representative to those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

While performing the duties of this job, the noise level in the work environment is usually low to moderate.

**Disclaimer Statement:**

This is not necessarily an exhaustive list of all responsibilities, skills, duties, requirements, efforts or working conditions associated with the job. While this document is intended to be an accurate description of the current job, circumstances may require that other, or different tasks be performed (e.g., emergencies, changes in personnel, workload, rush jobs, or technological developments).

**To Apply:**

Please send your cover letter and resume to [careers@nashvilleballet.com](mailto:careers@nashvilleballet.com) with "Graphic and Web Designer" in the subject line. No phone calls, please.

**Our Mission:**

**We create, perform, teach, and promote dance as an essential and inspiring element of our community.**

**Our Vision:**

Nashville Ballet is an accessible and inclusive organization that creates community through excellent and innovative dance and dance education; is recognized locally, nationally, and internationally for artistry, community engagement, and financial sustainability; and is a rewarding and satisfying place to work.

**Our Enduring Values**

- We believe in the transformative power of art.
- We inspire appreciation for the art of ballet.
- We strive for excellence with integrity in all we do.
- We respect one another and the art form.

The understanding of and the ability to not only support but celebrate our culture is essential to each and every person at Nashville Ballet.

**Nashville Ballet Diversity Statement:**

Nashville Ballet is invested in creating a diverse, equitable, and inclusive community. We believe we can best achieve our mission by creating a climate of respect that is supportive of all voices, celebrating diverse stories, increasing arts access, and sparking communal discussion about our community and our world through our art.

form and our artistic programming. When considering the diversity of the Nashville Ballet community, we look at all aspects, including race, gender, age, socioeconomic status, special needs, geographic (rural/urban), and sexual orientation. However, Nashville Ballet recognizes the racial inequalities that have plagued the dance world for far too long and is deeply committed to educating our constituencies on systemic racism, engaging in antiracist work in every branch of our organization, and doing our part to abolish racial inequalities in ballet.

*Nashville Ballet provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.*