

FULL TIME POSITION:

Graphic Designer

Agency Description:

The New York City Department of Small Business Services (SBS) is a vibrant, client-centered agency whose mission is to serve New York's small businesses, jobseekers and commercial districts. SBS makes it easier for companies in New York City to start, operate, and expand by providing direct assistance to business owners, supporting commercial districts, promoting financial and economic opportunity among minority- and women-owned businesses, preparing New Yorkers for jobs, and linking employers with a skilled and qualified workforce. SBS continues to reach for higher professional standards through innovative systems, new approaches to government, and a strong focus on its employees.

Job Description:

SBS is seeking a Graphic Designer who will report to the Executive Director of Marketing. The Graphic Designer will develop print and digital creative to support the agency's various marketing needs and special projects in order to raise the profile of the agency's products and services available to businesses and jobseekers. The Graphic Designer will be responsible for supporting marketing initiatives for the agency and its programmatic divisions: Business Development Division (BDD), Division of Business Acceleration (DBA), Department of Economic and Financial Opportunity (DEFO), Neighborhood Development Division (NDD) and Workforce Development Division (WDD).

The Graphic Designer will perform the following duties:

- Design and coordinate the end-to-end production of various marketing materials, such as: sales support documents, PowerPoint presentations, reports, print/digital advertisements, social media and website content
- Study information and materials to become well informed about the agency's programs and services
- Review program and services information to extract key selling points to support concept design
- Create and maintain all electronic files for creative artwork
- Maintain an organized listing of projects that have been completed and those that will be completed
- Serve as the agency's point person when working with outside vendors such as printing and advertising firms to ensure all creative adheres to the agency's branding guidelines and are delivered on time
- Illustrate concept by designing rough layout of art and copy with respect to arrangement, size, type size and style, and related aesthetic concepts
- Present design concepts supported with rationale to key staff and executive leadership
- Contribute to team effort by accomplishing various tasks and projects as needed
- Produce compelling design concepts with short notice
- Work on multiple projects that each require several deliverables (i.e. special events. Graduations, etc.)
- Proofread materials to ensure information is accurate

Required Skills:

- Demonstrated artistic sensibility and creativity
- Ability to rapidly understand strategic objectives and suggest creative solutions
- Ability to quickly turn around deliverables and manage and complete multiple tasks on tight deadlines
- Innovative problem solving skills and customer focus
- Strong organizational and time management skills
- Excellent written and verbal communication skills
- The ability to translate important information into concise and aesthetically appealing messaging

Preferred Technical Skills:

- Bachelor's degree in graphic design, web graphic design or related fields
- Advanced skills in InDesign, Illustrator, and PhotoShop
- Two to four years of professional graphic design experience working for a B2B or B2C establishment
- Experience working with an advertising or public relations firm a plus
- Experience working with creative briefs to support strategic marketing plans
- Strong knowledge of composition and color and extreme attention to detail
- Knowledge of HTML and basic Web programming using Dreamweaver
- Experience working with Microsoft Office, Outlook, and Adobe Acrobat
- Some experience with JavaScript, XML, and Adobe Flash a plus
- Knowledge of Interwoven TeamSite Content Management a plus

Qualifications:

1. A master's degree from an accredited college with a major in business administration, public administration, urban planning, economics, urban affairs, marketing research, finance, or political science; or
2. A baccalaureate degree from an accredited college and one year of full-time satisfactory experience in one or more of the following:
 - a. business development, retention, expansion and relocation or assisting businesses in accessing public and private services and programs including workforce development; or
 - b. analysis of business records and documents to determine eligibility of businesses for programs and services; or
 - c. economic, market or site research and analysis for business and neighborhood development

How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **Graphic Designer** to: careers@sbs.nyc.gov

Salary for this position is: **Commensurate with experience.**

City Employees: Apply through Employee Self Service (ESS) at www.nyc.gov/ess search for Job Title: **Graphic Designer**

All Other Applicants: Go to www.nyc.gov/careers search for Job Title: **Graphic Designer**

NOTE: Only those candidates under consideration will be contacted.

NYC residency is required within 90 days of appointment (does not apply to all positions)

If you do not have access to email, mail your cover letter & resume to:
NYC Department of Small Business Services
Human Resources Unit
110 William Street
New York, New York 10038