



Graphic Designer (Full-time Role)

Deerfield Park District

Contact Name: Tracy McCoy

Contact E-mail: tracym@deerfieldparks.org

Contact Phone: 847-945-0650

Closing Date:

Salary: Hourly Range: \$24.04–\$27.88, based on qualifications and experience.

Description:

Who We Are:

Established in 1951, the Deerfield Park District enriches lives through outstanding parks, facilities, and recreation programs. We manage over 25 parks and facilities, including golf courses, recreation centers, and pools, and employ 300 staff (500+ seasonally). We are dedicated to environmental sustainability, community partnerships, and excellence, as recognized by our AAA credit rating.

Position Overview:

The Graphic Designer is a creative and detail-oriented professional responsible for developing high-quality branded print and digital materials that promote the Deerfield Park District's programs, services, and events. This role serves as the lead designer for the District's seasonal Program Guides and the Patty Turner Center Bulletin, while also producing a wide range of marketing collateral to ensure community engagement and consistent branding.

Reporting to the Superintendent of Marketing, this position also provides backup support for digital communications when needed. The Graphic Designer will balance multiple projects, maintain accuracy and attention to detail, and contribute to fostering inclusive, accessible, and community-centered communications.

Responsibilities Include:

- Lead design and production of the District's seasonal Program Guides and Patty Turner Center Bulletin.
- Create branded marketing materials such as flyers, brochures, posters, signage, banners, ads, and digital graphics for websites, email newsletters, social media, video, and digital displays.
- Support social media and email marketing initiatives by designing graphics and assisting with messaging.
- Ensure brand consistency across all print and digital platforms.
- Partner with staff and community partners to gather content, foster collaboration, and provide excellent customer service.
- Coordinate with vendors for printing, proofing, and production.
- Organize and maintain digital asset libraries.
- Assist with photography, videography, and editing for marketing initiatives.

- Provide on-site marketing support at District events, including evenings and weekends as needed for events.
- Stay current on design and marketing trends.
- Perform additional duties as assigned within the marketing department.

Minimum Education and Experience Required:

- Bachelor's degree in Graphic Design, Visual Communications, or related field, or equivalent experience.
- 2+ years of experience with Adobe Creative Cloud (InDesign, Photoshop, Illustrator required; Premiere Pro or After Effects preferred).
- Demonstrated skills in digital and video camera operation with post-production experience.
- Experience developing effective marketing materials with strong content generation.
- Familiarity working in multicultural and multigenerational environments.
- A portfolio showcasing a variety of design and content creation skills is preferred.

Key Competencies:

- Exceptional attention to detail and organizational skills.
- Strong oral and written communication skills.
- Ability to manage multiple tasks and meet deadlines independently.
- Proficiency with social media platforms and digital marketing trends.
- Knowledge of CMS and basic HTML/CSS for website updates.
- Photography/videography skills.

Physical Demands:

- Ability to sit, stand, talk, hear, and operate office equipment regularly.
- Occasionally required to lift/move up to 10 lbs.
- Work in both office and outdoor event environments.

Scheduling, Pay and Benefits:

This is a full-time, non-exempt (hourly) position with irregular hours at times, including evenings and weekends.

- Hourly Range: \$24.04–\$27.88, based on qualifications and experience.
- Benefits Package Includes:
 - Health, dental, and vision insurance
 - IMRF pension
 - Life insurance
 - Paid time off
 - Wellness incentive program
 - Free/discounted access to Park District facilities and programs

Apply at: <https://www.deerfieldparks.org/279/Apply-For-a-Job>