



Senior Graphic Designer

Village of Orland Park

Contact Name: Kathie Clifford

Contact E-mail: kclifford@orlandpark.org

Contact Phone: 708-403-6137

Closing Date:

Salary: \$67,599 - \$94,637 with an anticipated hiring range of \$67,599 - \$81,118

Description:

Opportunity at a Glance

The Village of Orland Park is seeking a creative, highly organized and detailed-oriented individual to fill the role of **Senior Graphic Designer** in our Recreation & Parks Department. This position is responsible for leading the creative direction, design, and production of integrated marketing and communication materials that promote Village programs, services, facilities, events, and community initiatives. Serving as the department's lead creative professional, this position develops compelling visual content and marketing campaigns that strengthen the Village's brand, increase community engagement, and drive participation across all Recreation & Parks offerings.

The position oversees the creative process from concept through production for print publications, digital media, websites, social media, photography, signage, promotional materials, advertising, and sponsorship collateral. Working collaboratively with staff throughout the organization, the Senior Graphic Designer ensures brand consistency, supports strategic marketing initiatives, and leverages creative design and digital communication tools to effectively connect with residents and the community.

Success in this position is measured by the quality and effectiveness of marketing campaigns, adherence to branding standards, timely project completion, increased community engagement, collaboration with internal departments, and support of the Village's strategic marketing objectives.

Key Responsibilities

This important role is responsible for developing and executing integrated marketing campaigns across print digital, web, email, social media, outdoor signage, and emerging communication platforms; developing creative strategies that increase awareness, participation, memberships, sponsorships, and community engagement; creating, maintaining and optimizing digital assets including website content, web and email graphics, online calendars, motion graphics, short-form video, and digital advertising; coordinating photography and videography for programs, events, facilities, and marketing initiatives; maintains an organized digital asset library. This position includes collaborating with Recreation divisions to develop annual marketing plans, campaign schedules, and promotional strategies; monitoring marketing performance using website, email, and social media

analytics and making recommendations based on data; utilizing artificial intelligence (AI) tools to improve creative workflows, content development, image generation, proofreading, and productivity while ensuring accuracy, originality, and compliance with Village standards. Coordinating with outside vendors, printers, photographers, media partners, and promotional product supplies to ensure quality, timeliness, and cost effectiveness; ensuring all marketing materials comply with ADA accessibility standards and digital accessibility best practices; providing creative support for Village-wide initiatives beyond Recreation & Parks as assigned; developing and implementing annual marketing and communication plans that support departmental goals, increase participation, maximize memberships and revenue, and enhance public awareness of Village programs/services; developing creative concepts, collateral, t-shirts and promotional items for upcoming events; designing logos for new theater performance, programs and events as well as photograph and capture videos of programs, events, facilities, staff and community activities for use across print, digital, website, and social media platforms; developing Agency Showcase booth display; preparing entries to include marketing campaign booklet; composing specification and necessary print communication for RFP of Program Guides; review submissions and collaborate over entries.

The ability to build a strong rapport in a collaborative team environment, establish and maintain effective working relationships with colleagues, supervisory staff, and the public, is essential. Additionally, the desired candidate will contribute to the department's efficiency and effectiveness by offering suggestions and by participating as an active member in a team environment. This role will provide direct support for department social media and email marketing initiatives by designing graphics.

Regular, in-person attendance is required. This position will require working evenings, weekends, and some holidays to support meetings, programs, performances and special events.

Qualifications, Knowledge, Skills

The ideal candidate for this position will have a bachelor's degree in graphic design, visual communications, marketing, digital media, communications, or closely related field. Three (3) to five (5) years of professional experience in graphic design and marketing. Candidates with any combination of education, experience, and training that provides the requisite knowledge, skills, and abilities listed will be considered.

Knowledge of principles, practices, techniques, hardware, and software used in graphic design, desktop publishing, and digital content production; brand management, integrated marketing, campaign development, digital marketing strategies, and performance analytics; photography, videography, multimedia production, and digital asset management techniques; social media best practices and platform management; print production processes and color management; ADA digital accessibility standards; search engine optimization (SEO) fundamentals; content management systems (CMS); AI-assisted design tools and emerging creative technologies; principles and practices of vendor and contract management; record keeping principles and practices; correct business English, including spelling, grammar and punctuation.

Additionally, qualified candidates will have experience with Adobe Creative Cloud, InDesign, Illustrator, PhotoShop, Premiere Pro and/or After Effects; Microsoft Office; Canva or similar cloud-based design platforms, email marketing platforms and social media management tools.

Compensation & Benefits

The Village of Orland Park offers a competitive market total rewards package that includes a base

salary range between \$67,599.00 and \$94,637.00. The anticipated hiring range is \$67,599.00 - \$81,118.00, depending on experience and qualifications.

This position is eligible for the Village of Orland Park's comprehensive employee benefits program which includes multiple medical plan designs offered through Blue Cross Blue Shield of Illinois, dental, vision, life insurance, and an employee wellness program. Retirement benefits through the Illinois Municipal (IMRF), along with the option to participate in a 457(b) plan with Nationwide Retirement Services.

The Village of Orland Park also provides for paid vacation, personal, sick days, and holidays.

Interested candidates are encouraged to apply in a timely manner.