The Center for the Arts
Job Description
January 2025

Since 2000, The Center for the Arts, a 501(c)(3) nonprofit arts organization, has grown into a leading presenter of music, dance, theater, comedy, literary and visual art, and family programming, offering more than 150 events per year from its location in downtown Grass Valley. The Center recently completed a major renovation of its multi-use facility in downtown Grass Valley in 2020, making it a premier performing arts destination. The venue includes the Main Stage, which accommodates up to 507 guests in configurable theater seats and up to 750 patrons for dance shows.

Title: Graphic Designer

Reports to: Marketing Manager

Job Purpose

In charge of the overall creative content, digital and print graphic design, video content, and brand management for the organization. Their duties include but are not limited to designing publications, advertisements, web/print materials for campaigns, presentations, special events and some social media content.

Duties and Responsibilities:

- Design any marketing materials needed by the organization, execute print vendor orders and relations with the approval of the Marketing Manager.
- Create web, and social graphics etc. for email and digital marketing campaigns
- Implement creative strategy, and oversee themes for marketing campaigns and special events
- Oversee and edit occassional video content for special events and ads
- Ensure the organization is staying on brand and upholding quality standards.
- May work remotely, while attending necessary “in house” meetings

Day-to-Day Duties

- Coordinate projects with Marketing Manager, Assistant/Social Media Associate and Digital marketers for all departments within the organization
- Create any needed digital assets
- Order print materials
- 1:1 meeting with Marketing Manager weekly

Required Skills:

- Proficiency in Adobe Creative Suite Software, including Illustrator, Photoshop, and Indesign.
- Knowledge of proper print asset protocols/output with print vendors
- Task management in platforms such as Monday, Basecamp, and most preferably in Asana
- Organization proficiency in Dropbox and Google Drive
- Wordpress website editing experience

Bonus Skills:

- Video shorts/reel editing, social media content creation, Wordpress website development