



## JOB DESCRIPTION

**Date:** 5.8.2024

**Job title:** Graphic Design Manager

**Location:** 100% Remote

**Duration:** Full Time, Monday-Friday

**Travel:** Less than 5%

### Who are we?

AUTM is the nonprofit leader in efforts to educate, promote and inspire professionals to support the development of academic research that changes the world and drives innovation forward through technology transfer. In this role, as the **Design Manager**, you will be employed by AUTM in support of both the AUTM organization and its collaborative partner, the Federal Laboratory Consortium (FLC). The FLC is the formally chartered, nationwide network of over 300 federal laboratories, agencies, and research centers that fosters commercialization best practice strategies and opportunities for accelerating federal technologies from out of the labs and into the marketplace.

### What will you do?

As the **Design Manager**, you will plan, develop and manage the conceptualization, organization, design, and production of multifaceted digital, print, video-graphic and collateral material; manage multiple design projects simultaneously ensuring on time delivery; preserve the established brand image and promote the brand through strategic graphic design and messaging.

You will collaborate across departments to produce amazing designs, provide guidance and ideas to launch new, impressive design projects, devise the design concepts and strategies for Meetings and courses, and monitor their success. You will implement your creative vision and become a touch point for any creative plan. The goal is to achieve the best possible outcome of our projects, in order to promote the value of technology transfer and help AUTM and FLC achieve mission success.

### Responsibilities

- Contribute to brainstorming/creative sessions to generate ideas and identify opportunities to best communicate messaging and create impact.

- Conceive and implement concepts, guidelines and strategies in various creative projects and oversee them to completion.
- Collaborate with project managers to gain knowledge of the project's scope, deadlines and deliverables.
- Manage delivery of graphics within scope of larger projects (projects often overlap).
- Create and revise presentations, provide feedback to the team.
- Deliver design and creative graphics, both print and digital, on time and within budget.
- Develop and design layouts for sponsorship, exhibit and sales collateral, digital ads, onsite promotional materials (digital banners, hotel signs and branding), brochures, infographics, toolkits, agendas and programs.
- Manage print and production of creative assets (through 3rd party vendors or the Government Printing Office).
- Produce and edit videos and graphics for company websites and social channels.
- Update existing presentations and collateral; design new ones, create branded collateral for leadership presentations.
- Assist marketing team with edits to digital assets (email, website pages, content downloads).
- Coordinate with the marketing team to confirm marketing and communications objectives, creative direction, and brand consistency.
- Manage design revisions and approval of artwork and information accuracy.
- Manage utilization and archive of all project artwork and company photography.
- Work with Marketing staff on video projects (could include light editing and animated graphics).

## **Publications**

You will be responsible for the layout, design, and print and digital production coordination of AUTM and FLC publications/collateral, including, but not limited to:

- AUTM Annual and Region Meeting Publications
- AUTM Better World Project
- AUTM US and Canada Licensing Surveys
- AUTM Salary Survey
- AUTM Infographic
- FLC National and Region Meeting Publications
- FLC Report to Congress
- FLC Planner
- FLC Awards Book
- FLC Lab Tech in Your Life
- FLC Labs in Action

## **You Possess**

- A solid understanding of design principles, printing procedures and illustration



- Excellent working knowledge of Adobe Creative Suite, Adobe Photoshop, InDesign, Illustrator, Tableau and other design software.
- Experience with HTML/CSS
- An ability to do what needs to be done and operate with urgency, focus, and discipline.
- Excellent communication skills – written, verbal, presentation, and interpersonal.
- Strong collaborative skills, able to build strong relationships within all levels of the organization.
- Hands-on experience in creative process, marketing, graphic design, and brand development
- Outstanding organization and project management skills
- Analytical abilities
- Knowledge of principles, practices, and procedures of multimedia design and production
- Skilled in design principles, illustration, layout, and digital media.
- An ability to work effectively in a multi-task environment and meet deadlines.
- An ability to manage resources.
- An ability to present information to groups.

**Education:**

Please note this is not an entry level role.

- Any combination of education and experience equivalent to a bachelor's degree in media communications, graphic design, digital media, interaction design, or a related field.
- Five years of progressively more responsible experience in the production of digital media, graphic design, or related field.

**Salary:**

The salary for this position is \$65-75k.