



## **GRAPHIC DESIGNER/ GRAPHICS AND PUBLICATIONS COORDINATOR**

The Lehigh Valley Planning Commission (LVPC) and Lehigh Valley Transportation Study (LVTS) are hiring a graphic and web design professional to create content and coordinate our publications, displays, design, infographics, photography, video, social media and website. The successful candidate will need to possess strong design, publications, multi-media and web skills, and utilize these to maintain, grow and enhance creativity, communication, innovation and design. The LVPC/LVTS is a highly entrepreneurial and team-based office that places significant value on creativity as a vehicle for improving the livability, sustainability, equity and resiliency of the region. The Graphics and Publications Coordinator is a key individual within the organization turning data and land use and planning policy into communications that educate, spark public dialogue and generate excitement about the future of the region.

### **CURRENT PROJECTS**

The LVPC/LVTS 2022 work program is robust and includes the creation of the region's first Climate Action Plan, the allocation of over \$380 million in new federal and state infrastructure funding, finalization of four multi-municipal comprehensive plans creating a collaborative community vision and future for 32 municipalities in Northampton and Lehigh counties, implementation of a \$54 million Riverside Drive combined road, trail, environmental management and equity project, mapping and development of community guidance on freight facility and industrial development, a new five-region Eastern Pennsylvania Freight Infrastructure Plan, and update of the region's Access to Opportunity Equity Portal, among many other projects and initiatives designed to protect and advance the public health, safety and welfare regionwide.

### **DUTIES + RESPONSIBILITIES**

- Create designs, concepts, and layouts, based on knowledge of layout principles and aesthetic design concepts.
- Design layout of art for publications, exhibits, displays, promotional materials and electronic media, including the LVPC website, Facebook, Twitter, Instagram and LinkedIn.
- Coordinate and manage all design and publications aspects of LVPC/LVTS's work program, including all publications and web content.
- Determine size and arrangement of illustrative material and copy and select style and size of type.
- Design layouts for print, online, social media and video publications, including preparing notes and instructions for printing and publication by third party vendors.
- Confer with staff and clients to discuss and determine needs and design.
- Collaborate with others and develop graphics and layouts for project illustrations, infographics, logos, videos, displays, social media and web sites.
- Determine and recommend best publication/media choice(s) to achieve work program goals and develop and review layouts, maps, photographs, infographics and other materials and suggest improvements as needed.

- Coordinate and collaborate with the Geographic Information Systems team members on static and interactive mapping.
- Prepare illustrations, sketches, media, discussing them with staff and/or clients or supervisors and making necessary changes.
- Draw detailed or technical illustrations.
- Create, edit and publish computer-generated graphics, video and animations.
- Create, edit and publish social media content in partnership with the Managing Editor.
- Manage, revise, keep current and maintain the LVPC website and other project sites.
- Maintain records and archive of images, photos, videos, media, maps, and previous work products.
- Take and edit photographs.
- Shoot and edit video.
- Solicit proposals, select, collaborate and coordinate with outside vendors.
- Other duties as assigned.

## MINIMUM JOB REQUIREMENTS

- Demonstrated creativity and have a strong desire to be an active participant in the Lehigh Valley community through the work of the LVPC/LVTS.
- Demonstrated experience and/or education in the field of graphic design, web design, video production, publications and/or visual communications.
- Demonstrated ability to work within and contribute to a team structure.
- Demonstrated ability to work with diverse groups of people and in diverse environments.

## KNOWLEDGE, SKILLS AND ABILITIES

- Information Technology literacy in standard industry platforms and utilizing standard industry equipment including:
  - Adobe Creative Cloud: Photoshop, Illustrator, and InDesign are essential
  - Adobe Muse or other web design software. .
  - Microsoft Teams, Office; Word, PowerPoint and Excel.
  - Social media literacy a must and including: Facebook/Meta, Twitter, Instagram, YouTube and LinkedIn.
  - Any Other visual design and/or publications software should be noted in application materials.
- Proficiency with video capture, editing and posting.
- Proficiency taking photographs, editing and publishing.
- Proficiency with web design and website management.
- Basic understanding of Geographic Information Systems capabilities and limitations.
- App development and smart device interoperability a plus but not required.
- Good verbal and written communication skills.
- Refined organizational skills, including time-management and project management abilities.

## OTHER REQUIREMENTS

Also, this position requires participation at some early morning, evening and weekend meetings. Valid driver's license required. Must be eligible to work in the United States of America.

## SALARY RANGE

\$53,953 - \$78,232, dependent on experience, per annum; plus, benefits including but not limited to medical insurance and paid time-off.

## LEHIGH VALLEY PLANNING COMMISSION, TRANSPORTATION + REGION

The Lehigh Valley Planning Commission is a government entity and the official planning commission for Pennsylvania's Lehigh and Northampton Counties. Under the umbrella of the LVPC, the Lehigh Valley Transportation Study (LVTS) serves as the federally designated Metropolitan Planning Organization, or transportation and infrastructure planning agency for the region, as well. The LVPC and LVTS balances the overall needs of the Lehigh Valley's communities from land use to transportation and parks and open space to housing needs to support a strong and growing community.

## HOW TO APPLY

Only e-mail submissions to [jobs@lvpc.org](mailto:jobs@lvpc.org) will be accepted and must include:

- a. Current resume detailing your education and experience
- b. Letter of interest describing how you meet the qualifications for this position and why you would like to be considered
- c. Minimum of three (3) references with names, address, telephone number, e-mail and relationship information for each person
- d. Include attachments and/or a link to your design portfolio/examples of your design work. Position finalists may be required to complete an on-site urban design exercise utilizing Adobe Creative Cloud.

**Position open until filled.** Review of applications and interviews will begin immediately.

## TEAM COMMITMENT

The Lehigh Valley Planning Commission is committed to creating a diverse environment and is proud to be an equal opportunity employer. The LVPC provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation or identity, national origin, age, disability or genetics. In addition to federal law requirements, the Lehigh Valley Planning Commission complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment.

Persons with a disability who need assistance with their application or that need this announcement in an alternative format may call (610) 264-4544.

## FURTHER INFORMATION

In Compliance with the Immigration Reform and Control Act of 1986, applicants hired by LVPC must show acceptable proof of identity and evidence of authorization to work in the United States.

Visit [www.lvpc.org](http://www.lvpc.org) for more information on the Lehigh Valley Planning Commission, our work program, products and services.