



## POSITION DESCRIPTION

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**POSITION TITLE:** Digital Graphic Designer

**FLSA STATUS:** NON-EXEMPT

**DEPARTMENT:** Marketing

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** Creative Director

**POSITIONS SUPERVISED:** None

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### POSITION PURPOSE

This individual is responsible for utilizing graphic design technology and computer software to create online content, including banner advertisements, artwork, social media graphics, and interactive web content. Responsibilities will specifically focus on completing day-to-day business activities with the goal of driving sustainable sales growth. The Digital Graphic Designer will utilize Adobe Creative Suite and HTML5 on a Mac platform to produce eye-catching and informative content. This individual will also demonstrate excellent analytical and computer design skills, high accuracy, attention to detail, and will contribute to a positive team atmosphere.

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### POSITION QUALIFICATIONS AND JOB DUTIES

#### QUALIFICATIONS AND EDUCATION REQUIREMENTS:

1. Bachelor's degree in Digital Design, Graphic Design, Art or other related field or equivalent work experience.
2. Minimum of 3+ years of experience in graphic design/art/advertising.
3. Experience with the following programming languages, such as HTML5 and CSS.
4. Experience with CMS platforms, such as, Episerver, along with an ability to create an engaging brand story via website design
5. Experience with MS Office and design software within Adobe Creative Suite, including Photoshop, Illustrator, Dreamweaver and Animate
6. Experience creating with A+ content
7. A portfolio of previous digital design work to showcase experience and creativity.
8. Fluency in either Spanish or French Canadian is not required but a plus.

#### JOB DUTIES:

1. Demonstrate a mastery of the fundamentals of layout and design with a keen eye for font, color, and other design elements, and be able to take higher level design projects from start to completion with minimal supervision.
2. Maintain expert knowledge of Macintosh operating software, MS Office and design software within Adobe Creative Suite, including Photoshop, Illustrator, Dreamweaver and Animate.
3. Oversee and maintain catalog of A+ content for company products across all lines.

4. Demonstrate strong conceptual thinking, understanding of marketing strategy, and ability to produce out-of-the-box designs.
  5. Multitask while developing and consistently applying themes for varied brands and target audiences.
  6. Ability to create compelling designs while maintaining the brand standards established via the Bona Brand Book .
  7. Able and willing to work necessary hours to meet all project deadlines.
  8. Able and willing to travel when necessary.
  9. Other Duties- Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.
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## CORE COMPETENCIES

1. **Professionalism** - Upholds organizational values, demonstrates sound business ethics, works with integrity and ethically in all situations, and treats others with respect and consideration at all times regardless of their status or position. Accepts responsibility for actions, reacts well under pressure, follows through on commitments, and demonstrates consistency between words and actions.
2. **Project Management** – Completes appropriate amount of projects within the given timeframe.
3. **Diligence** –Perseveres in accomplishing tasks or objectives and maintains a sense of urgency about getting results.
4. **Develop Relationships** – Builds and maintains relationships that incorporate cooperation, trust, and respect by devoting the appropriate time and energy to facilitate business transactions. Relates to others while building credibility and rapport, communicates in an honest and straightforward manner, and maintains networks.
5. **Attention to Detail** – Completes work in a thorough and complete manner, provides detailed information, and tracks details at all times.
6. **Active Communications (Verbal, Written, Listening Skills)** – Clearly expresses ideas, information, and concerns both verbally and in written format in both positive and negative situations. Actively listens, offers full attention when others speak, gives verbal and nonverbal cues of interest, asks questions for clarification, and paraphrases to ensure understanding. Actively seeks and disseminates information from and to a variety of sources, accepts responsibility for ensuring that people have the current and accurate information needed for success, and asks questions to open channels of communication. Demonstrates group presentation skills, presents information and numerical data effectively, and actively participates in meetings.
7. **Responsiveness** – Takes action to meet the needs of others, responds timely without supervision, and minimizes delays.
8. **Customer Orientation** – Views the organization through the eyes of the customer, anticipates and meets customer needs, solicits customer feedback to improve service, responds promptly, and effectively manages difficult or emotional customer situations.

9. **Productivity** - Meets or exceeds productivity standards, completes work in timely manner, and strives to increase productivity.
  10. **Innovation** - Displays original thinking and creativity, meets challenges with resourcefulness, generates suggestions for improving work, and effectively presents ideas and information.
  11. **Organizing & Planning** – Plans, organizes and effectively manages to maximize efficiency and productivity. Sets goals and objectives, prioritizes and plans work activities, identifies specific action steps and resources, anticipates problems and develops contingency plans.
  12. **Problem Solving & Decision Making**– Able to identify problems, solve them, and show good judgment by isolating causes from symptoms, gathering information from a variety of sources, compiling information and solutions, involving others as appropriate, readily committing to action, and making decisions that reflect sound judgment in a timely manner. Able to identify and choose between multiple options, work well in-group problem solving situations, understand consequences of potential decisions, and support and explain reasoning for decisions.
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Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

#### PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 50% of the time.
2. Must be able to bend, climb stairs, and continuously stand or walk 25% of the time.
3. Must be able to occasionally move within the office to access file cabinets, office machinery, etc.
4. Must be able to lift 10-20 pounds (for example: packages, copy paper boxes, etc.)
5. Must be able to communicate effectively by listening and also in both written and verbal forms.

#### WORK ENVIRONMENT

1. Generally, works in an office environment but may occasionally be required to perform job duties outside of the typical office setting.
  2. This position regularly requires large amounts of time to be spent using and viewing computer screens and equipment, which generally entails regular and repetitive motions.
  3. May occasionally be exposed to fumes, airborne particles, or chemicals. All safety procedures should be adhered to in each of these situations.
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#### SIGNATURES

This job description has been approved by all levels of management.

Manager Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Human Resources Signature: \_\_\_\_\_

Date: \_\_\_\_\_

The employee signature below constitutes the employee's understanding of the requirements, essential functions and duties of the position.

**Employee Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Bona US is an at-will employer. Therefore, both the employee and the employer retains the option of ending the employment relationship with the Company at any time, with or without notice or cause. Neither this document nor any other oral or written representations may be considered a contract for any specific period of time.