



DISCOVERY CUBE JR. GRAPHIC DESIGNER 2021

ABOUT DISCOVERY CUBE

Founded in 1989, the Discovery Cube, continues to inspire, educate and impact millions of young minds through engaging science-based programs and exhibits. With museum locations in Los Angeles and Orange County, the Discovery Cube has served over 10 million kids, families and educators for the past 35 years. The museum achieves this goal through four core initiatives that guide our onsite and online educational offerings in STEM proficiency, early childhood education, healthy living, and environmental stewardship. Discovery Cube was named one of the "10 Most Trusted Brands" in Orange County and awarded the National Medal of Service from the Institute of Museum and Library Services at The White House in 2014. Last year, Discovery Cube adopted a digital-first approach to STEM education with the launch of Discovery Cube Connect, a digital platform for the development and distribution of interactive STEM educational offerings, activities and gameplay.

DESCRIPTION

As a member of the marketing team, the Jr. Graphic Designer will support the marketing team and the Lead Graphic Designer in all creative and marketing initiatives. We are looking for a designer with a creative, outgoing, fun-loving approach to bringing our campaigns and brand creative to life. This person will work closely with the marketing team to help develop new creative content and ideas, in addition to breathing new life into existing designs and brand initiatives.

This position will work with the greater team to support museum and partner-related promotional initiatives to promote a positive brand image and drive attendance. The position will report directly into the VP of Marketing and will work collaboratively with our internal teams and under the direction of our lead designer.

RESPONSIBILITIES

- Support lead Graphic Designer in developing and ensuring that all creative initiatives developed for Discovery Cube follow brand guidelines.
- Assist in the production and design of marketing content for all digital needs: email assets, web banners, social/retargeting ads (B2B) and (B2C).
- Enhance, retouch, format and manipulate digital images according to various end-needs.
- Assist with the production of print and digital marketing collateral including signage, ads, sell sheets, direct mail, email assets, infographics, reports, presentations and all other branding and marketing visuals.
- Work with lead Graphic Designer on improving creative processes to support design needs across different teams within the organization.

- Collaborate with PR and marketing managers to develop engaging PR/media/ad campaigns and social media content to promote Discovery Cube's exhibits and seasonal events.
- Support the VP of Marketing in the development and design of promotional and marketing decks, presented on an ongoing basis.
- Collaboration with cross functional teams, including sales, operations, events, education, etc. to support ad hoc design needs.
- Contribute with innovated ideas to visualize company's message, marketing content, and sales materials.

REQUIREMENTS

- College degree in Graphic Design or related field of study
- 2-4 years of related graphic design experience with consumer brand or agency
- Knowledgeable and skilled in MS Office (Excel, Word and Outlook, PowerPoint a plus)
- Advanced skills using Adobe Creative Suite and Acrobat, proficient in Photoshop and Illustrator
- Strong skills in presentation design
- Excellent print production knowledge and skills, understanding of file preparation for print and large format
- Experience creating ad banners, social media assets, email templates, print assets etc.
- Project management and organizational skills a plus
- HTML and video editing skills a plus
- The ability to work with templates and style guides to deliver highly differentiated creative content for Analytic Partners
- Must have strong work ethic, problem solving and prioritization skills
- Must be able to work independently and as part of a team
- Creative thinker; thinks "outside the box"