



Position Description

Position Title **Graphic Designer**

Career Level/Grade **P2**

Position Overview

The solutions-oriented graphic designer will be responsible for delivering compelling visual solutions across digital, print and other brand platforms, communicating with patients, partners, health care providers and others. As a key contributor to the communications team, this role will shape visual storytelling and ensure brand consistency across all touchpoints. This position requires a highly creative and thoughtful visual professional who can translate medical and wellness messaging into engaging, accessible and brand-aligned collateral across print and digital platforms.

The graphic designer will take the initiative in creative ideation and hands-on execution, with an eye for detail, a strong, modern aesthetic sense and confidence to take projects from ideation to delivery.

Supervision and Fiscal Responsibilities

No direct reports or fiscal responsibility.

Examples of Duties

- Conceptualize and execute design projects across branding, marketing collateral, patient-education materials, social media and digital ads and website content.
- Proactively own projects from start to finish — from creative brainstorming and pitching ideas specific to the audience, to production and delivery.
- Provide expert creative input on all campaigns and promotional initiatives.
- Ensure all visual content is optimized for various platforms and aligns with current design trends and user experience expectations.
- Maintain and ensure accurate use of brand identity for consistency across all internal and external communications.
- Guide or review work by staff when needed.
- Develop and maintain positive, professional, and productive relationships with consumers, the public, other agencies, co-workers, and supervisors.

Qualifications

- Bachelor's degree in graphic design, visual communications, fine arts or a related field, with a minimum of 5 years of experience
- 7 – 9 years of experience in a professional graphic design role is preferred
- Equivalent combination of education and experience
- Strong portfolio showcasing creativity, strategic thinking and executional excellence across branding, in digital and print

Knowledge, Skills, & Abilities

- Advanced proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Expert understanding of layout, typography, color theory and visual storytelling
- Understanding of inclusive design principles and accessibility standards (ADA and WCAG)
- Understanding of UX best practices and responsive design
- Strong interest in branding, marketing strategy or art direction

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- Understanding of print production and prepress process
- Experience in motion design a plus
- Ability to meet multiple projects, meet tight deadlines and adapt quickly to changing priorities
- Detail oriented, excellent organizational skills, with a commitment to high-level accuracy
- Excellent communication skills — able to clearly present ideas and rationale to stakeholders
- Commitment to contributing to an inclusive and equitable working and learning environment
- Ability to work both cooperatively within a team and independently
- Ability to communicate well verbally and in writing, and to keep accurate and complete records
- Ability to effectively interact, work, and develop meaningful relationships with people of diverse backgrounds, including cultures, beliefs, customs, socioeconomic statuses, abilities, genders, gender identities and sexualities
- Advanced skills in Microsoft Office Suite (Word, Excel, PowerPoint and Outlook)

The above job definition information has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job. Job duties and responsibilities are subject to change based on changing business needs and conditions.

Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

- Must have close visual acuity to perform activities such as preparing and analyzing data and figures, viewing a computer monitor, extensive reading.
- Must be able to sit or stand for prolonged periods.
- Must have eye-hand coordination and manual dexterity sufficient to operate a computer keyboard, telephone, photocopier, and other office equipment.
- Must have the ability to move from place to place on the job.
- Must have the ability to communicate information and ideas verbally so others will understand.
- Requires reliable transportation; valid driver's license and auto insurance if reliable transportation is by personal automobile.

Infection Prevention

During flu season, flu shots are strongly recommended for this position.

Equal Opportunity Employer

The Health District is committed to creating an equitable and inclusive workplace and proudly serves as an Equal Opportunity Employer. We welcome applicants from all backgrounds and ensure that all qualified candidates receive consideration for employment without regard to race, color, ethnic or national origin, ancestry, age, sex, pregnancy, disability, genetic information, veteran status, gender, marital status, sexual orientation, gender identity or expression, religion (creed), political beliefs, or any other characteristic protected by federal, state, or local laws.

We believe that diverse backgrounds and perspectives strengthen our organization, so we consider a combination of experiences to meet minimum qualifications. Experience may include related knowledge, skills, abilities, education, work, and lived/living experience. If you are interested in applying, we encourage you to think broadly about your background and skill set for the role.