

Graphic Designer for the Communication & Outreach Team

\$50,000-\$65,000

Program Description

The Communications & Outreach Team is responsible for coordinating the development and implementation of public engagement strategies, plans and campaigns to meet the Broward Metropolitan Planning Organization's local, state, and federal requirements, goals and objectives. The Graphic Designer will be a member of the Communication & Outreach Team but will provide support to the activities of the Broward MPO agency as a whole.

Job Description

The Graphic Designer role is a position that will be responsible for leading and providing graphic design support for the organization. This role will provide essential MPO visual aids for the Broward MPO's core products, plans and initiatives. This is an opportunity to create engaging and innovative messaging that will serve as part of the public face of the agency, clarifying complex ideas and communicating in a visual and memorable way.

The successful candidate will work with a dynamic team of professionals with strong public outreach and communication skills.

We are seeking a candidate with 3-5 years of graphic experience with a Bachelor's degree in Graphic Design, Marketing or a related field. We are seeking a candidate with a strong knowledge of the Adobe Creative Suite, specifically Photoshop, Illustrator, InDesign, and Acrobat. Must have ability to perform general front-end web design tasks using basic HTML and CSS. Understanding of photography and videography is highly desirable. Knowledge of additional software (e.g. GIMP, Affinity Designer, DaVinci Resolve) is a bonus. Ability to produce content in a second language is also a bonus.

Candidates must submit a portfolio of their work.

MPO Staff Roles and Responsibilities

includes, but is not limited to the following duties:

- Design and developing graphic design projects from start to finish
- Coordinates with Public Outreach and Communications staff to develop visual content for public consumption, including fact sheets, presentations, flyers, social media content, and videos

- Support the agency's vision and mission, with visuals that convey messaging about who the Broward MPO is and our core products and initiatives
- Coordinates production of visual aids to support MPO Core Products developed by other departments, including but not limited to the Metropolitan Transportation Plan (MTP), Transportation Improvement Plan (TIP), & Unified Planning Work Program (UPWP)
- Knowledge of current design trends and successfully clarify complex ideas
- Incorporate style guidelines across all documents, videos, and other graphic design deliverables
- Ability to multi-task and handle concurrent projects and priorities while meeting internal deadlines
- Completes routine MPO activities and projects within the area of responsibility (department) under the direction of Senior Manager and Deputy Executive Director.
- Ensures compliance with Title VI, Environmental Justice, Low-Literacy, and Limited English-Proficiency programs