

**Position Vacancy Announcement**  
**Graphics Designer, Specialist II**  
**Links Media, LLC**

**Location:** Gaithersburg, Maryland

**Salary:** Commensurate with experience and qualifications

**Full or Part Time:** Full-time

**Job Description:** Links Media, LLC, seeks a **Graphics Designer, Specialist II** to design and participate in the production and delivery of a variety of technical and creative materials targeted to health professionals, consumers, policy makers, government officials, internal audiences, and corporate clients, which may include: informational, educational and communication materials such as brochures, fact sheets, speeches, web content, press releases, articles, ghost-writing, training materials, meeting materials, presentations, marketing materials, books, meeting coverage, booklets, guides, instructions, manuals, instructional documents, and workbooks. The Graphics Designer also will manage desktop publishers and interns.

Reporting to the Publications Manager, the Director of Integrated Marketing Communications, and the Corporate Leadership, the **Graphics Designer** will ensure that published communications reflect the strategic focus and the identified knowledge and information needs of Links Media and its portfolio. The successful candidate will be a creative and team player with good interpersonal skills, highly organized, and able to develop and manage their own work program. He/she also will have excellent copy-editing skills, experience with the publication process from concept to marketing/promotion, and some broader communications experience beyond publishing (e.g., web management).

**Key Role and Responsibilities:**

- Assist in ensuring effective liaison between the Design and Publications Production Unit and other Links Media units to ensure the efficient and effective print and design solutions;
- Work to develop a clear understanding of project visual communication requirements and develop design 'roughs' (sketches);
- Effectively present design concepts and creative development phases to other Links Media units and clients;
- Prepare comprehensive designs and layouts using design elements in photography, illustration, computer-generated imagery, and text for print and electronic publication;
- Coordinate and carry out design production stages, including coordinating printing and mailing services, reviewing and validating proofs, overseeing printing process and delivery of final products to clients;
- Understand and strictly follow client branding, style, and marking guidelines;
- Design and set up exhibitions for advertising or educational purposes;
- Manage workflows and supervise execution of core operational publishing functions, including but not limited to project management, editorial calendar development, publication planning, writing, editing, quality assurance, and production coordination;
- Assist in managing vendor relationships to ensure timeliness, product quality and best pricing;
- Collaboratively develop unit and individual goals, implement metrics for the Design and Publications Production Unit that connect to key organizational metrics and ensure team members are accountable for achieving organizational, unit, and individual goals as appropriate;
- Supervise interns or desktop publisher;
- Keep abreast of current trends in design and publications, with special attention on electronic and

social media influences, tools and techniques;

- Proactively track progress of publication plan-related tasks, providing internal updates where necessary;
- Assist in Links Media staff communications and face-to-face client meetings; and,
- As a team member of the Design and Publications Production Unit, assist in ensure staff skills and the unit's equipment are maintained and developed in light of emerging changes in the design and technology industry.

**Minimum Qualifications, Knowledge, and Experience:**

- A Bachelor Degree in Graphics Design or a related field.
- Three or more years experience working in Media Arts; knowledge and experience with Web design and development, desirable.
- Client relations experience.
- Outstanding interpersonal, and written and verbal communication skills.
- 100% proficient in English; an additional language highly preferable.
- High level of proficiency in MS Office applications for design and publications production.
- High proficiency in Adobe Creative Suite 3, InDesign, Scanning and text recognition, and other multimedia applications on Macintosh systems.
- Experience supervising and coordinating workloads of freelance graphic designers, desktop publishers, and interns.
- Strong organizational and some project management experience that demonstrates a high level of accuracy and attention to detail. Incumbent hired will have demonstrated the ability to coordinate and/or take on multiple projects simultaneously from concept to launch to distribution and to marketing/promotion.
- Ability to liaise effectively with senior management personnel, clients, and suppliers.
- Some broader communications experience/knowledge beyond graphic design is desired to ensure good collaboration and coordination with web communications, public relations, and marketing teams, desirable.
- Demonstrated understanding of and experience with using new and emerging communications technology for publications, including multimedia production.
- Ability to learn quickly, demonstrate critical thinking and make situation-appropriate decisions using sound judgment.
- Must be creative and a dynamic self-starter, comfortable with taking initiative and able to work against deadlines with minimum supervision.
- Ability to work collegially under extreme deadline pressure and handle multiple work assignments. Must be able to work under minimal supervision and work/lead a team.
- Experience working in a high-paced, small company environment.

**Application Deadline:** Open Until Filled

**To Apply:** Please forward cover letter, resume, and salary requirements based on history to [jobs@linksmedia.net](mailto:jobs@linksmedia.net) in MS Word or fax to 301-987-5498.

Links Media has the people, strategy, agility, and products to thrive in a highly dynamic and innovative environment. If you are a dynamic, successful, driven professional, Links Media is the company that will further your experience and career growth. We offer a highly competitive salary, comprehensive benefits including, medical, dental, 401k, and much more. As an Equal Opportunity Employer, we are committed to a diverse workforce. Equal Opportunity Employer M/F/V/D