Job Description

Position Title: Associate Graphic Designer

The Mission of MIM: The Musical Instrument Museum (MIM) enriches our world by collecting, preserving, and making accessible an astonishing variety of musical instruments and performance videos from every country in the world. MIM offers guests a welcoming and fun experience, incomparable interactive technology, dynamic programming, and exceptional musical performances. MIM fosters appreciation of the world’s diverse cultures by showing how we innovate, adapt, and learn from each other to create music—the language of the soul.

Position Description: Part of MIM’s Creative and Marketing team, the Associate Graphic Designer will work closely with MIM’s Graphic Designer and printers to create marketing materials for the museum and MIM Music Theater that are on brand, visually stimulating, and highly informative in support of MIM’s institutional priorities and mission to increase attendance and awareness of MIM – locally, nationally, and internationally. The Associate Graphic Designer will report to the Marketing Manager.

Qualified candidates should submit a resume, cover letter, and 4–6 design portfolio samples in one merged document via the link below.

Primary Responsibilities:

- Design marketing materials for internal and external promotion of the museum, events, concerts, and education programs, including paid advertising (print and online), flyers, brochures, programs, curriculum, and signage (printed and digital)
- Set up and create graphics for email communications and use available analytics to report on performance as needed
- Support website updates to ensure MIM.org is up-to-date with upcoming events and concerts, education content, MIM news, current exhibitions, etc.
- Assist in the visual research, brainstorming, and concepting of creative branding campaigns for the museum and new exhibitions
- Participate in asset creation for publications, collateral, and advertising as necessary
- Use Basecamp (project management software) and work with the Marketing Manager to prioritize workload and maintain project production schedules
- Create and supply production-ready graphic files for printers/suppliers/media vendors, ensuring copy is proofread and approved prior to publishing creative materials
• Follow design parameters and stylistic guidelines consistent with the MIM brand
• Coordinate with other designers to establish and maintain consistency of brand-driven design elements throughout the museum
• Ensure that MIM’s marketing content is visually, intellectually, and physically accessible to the widest possible audience
• Be proactive in finding ways to update MIM’s current marketing collateral to maximize its effectiveness

Qualifications:
• Bachelor’s degree and/or equivalent experience in Graphic Design or related field
• Proficient in Adobe Creative Cloud (InDesign, Photoshop, and Illustrator) and Microsoft Office (Word, PowerPoint, and Outlook)
• Excellent design and proofing skills required
• Strong organization skills, time management, attention to detail, and verbal communication skills required
• Ability to understand and adhere to MIM’s brand
• Self-starter demonstrating initiative, flexibility, and resourcefulness
• Able to work effectively in a fast-paced environment with multiple priorities and deadlines
• Knowledge of HTML and WordPress is a plus but not required
• Experience with Basecamp is a plus
• Background in music is a plus

Qualified candidates should submit a resume, cover letter, and 4–6 design portfolio samples in one merged document via the link below:

https://workforcenow.adp.com/mascr/default/mdf/recruitment/recruitment.html?cid=618e6cec-0201-4f4a-8957-17b53a2a008e&ccId=19000101_000001&jobId=419217&lang=en_US&source=CC4