



## Graphic Design & Communications Coordinator

South Bend, Indiana  
Entry to Mid-Level

### Job Description & Duties

The Michiana Area Council of Governments is seeking an innovative and creative professional with experience and expertise in graphic design, web design, and public outreach. The Graphic Design & Communications Coordinator position will play a critical role in the production of digital and print communications. Primary responsibilities include:

#### Vision, Mission & Strategies:

- Promotes MACOG's mission, goals, and values in all aspects of his/her work.

#### Communications

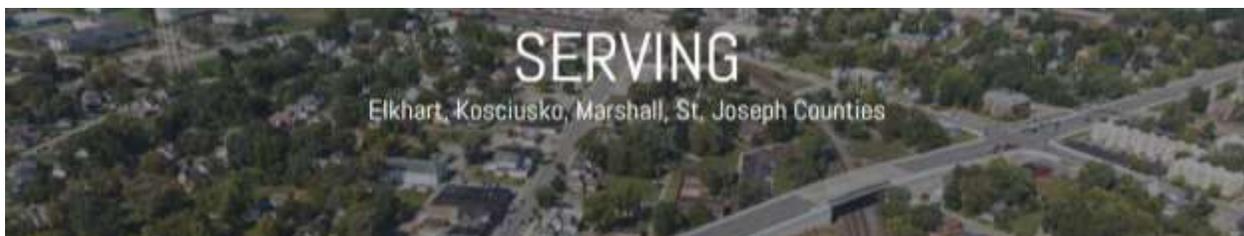
- Engages in effective team participation through willingness to assist and support co-workers, supervisors, and other work related-associations.
- Contributes to a positive, respectful, and productive work atmosphere.
- Oversee and implement MACOG's communications and public participation strategy.
- Manage communication tools, including email newsletter, websites, Constant Contact and print materials.
- Launch and manage MACOG's social media pages.
- Ensure successful promotion, attendance, and coordination of MACOG events and programs.

#### Graphic Design

- Create effective and original design solutions for MACOG's communications and deliverables, including print and PowerPoint deliverables.
- Create and manage style guides.
- Collaborate with planners and advise on design concepts and content strategy for various studies and plans.
- Interpret technical information/analysis in a clear, concise, and credible manner to create effective graphics (i.e., infographics).
- Organize and maintain libraries of digital assets, marketing materials, and completed projects.

#### External Liaison & Public Image:

- Cultivates working relationships with local, state and federal governments, especially from MACOG's member jurisdictions; community and business leaders; other relevant professional organizations; and the public.
- Maintains a positive professional reputation locally, in the region and with the Commission's member jurisdictions; serves as a "good ambassador" for MACOG.
- Makes presentations on behalf of the MACOG at various meetings and conferences.



## **Basic Qualifications**

The successful candidate possesses strong graphic design skills and experience with (or a willingness to learn about) web design and video production. Bachelor's degree from an accredited institution or equivalent professional experience. Entrepreneurial spirit – looking to solve challenges. Ability to work independently and to partner effectively with colleagues. Strong oral and written communication skills, including copy editing. Flexibility in workload prioritization and the ability to work with others on deadlines. The candidate must complete tasks with an eye for detail, on-time performance, and quality control. Candidates need to be well-versed in Adobe Creative Suite, Google Suite, and Constant Contact. Interest in public policy, community & economic development, transportation, environmental issues, and/or related topics a plus.

## **Application Requirements**

For more information, visit the MACOG website at [www.macog.com](http://www.macog.com). Send your resume, three references and one page writing sample to: [macogdir@macog.com](mailto:macogdir@macog.com) Attn: Graphic Design & Communications Coordinator.