



MULTIMEDIA DESIGNER POSITION DESCRIPTION

Position Title: Multimedia Designer
Department: Marketing & Communications
Reports to: Director of Marketing & Communications
Salary Range: Based on Experience
FLSA Status: Exempt

The Multimedia Designer is a permanent position at the Research Triangle Foundation (RTF), owner and developer of The Research Triangle Park.

The Multimedia Designer will collaborate closely with RTF's programming, real estate, stakeholder engagement and property management teams to create engaging digital and print media that will attract prospects, market real estate, promote RTP, its companies and the Foundation's many initiatives.

Duties and Responsibilities

- Create and develop graphics, concepts, and visual collateral and content for website, social media, email, and other digital and print advertising campaigns.
- Fulfill photography and video requests across all departments.
- Provide creative direction based on brand guidelines.
- Assist in maintenance and implementation of brand guidelines across all departments and audiences.
- Coordinate partners, freelancers, contractors, and vendors as needed.
- Perform other duties as assigned or required.

Organizational Relationships

Reports to the Marketing & Communications Director and is part of the Marketing & Communications Team. In addition, this position will interact regularly with the Leadership, Programming, Real Estate, Stakeholder Engagement and Property Management Teams.

Required Qualifications:

- Proficiency in Adobe CS (Illustrator, InDesign, Photoshop).
- Knowledge or desire to learn in video editing and motion design tools (Premiere, Flash, or After Effects).
- Experience with print advertisement.
- Understanding of design principles.
- Ability to work independently in a fast-paced environment and meet deadlines.
- Dependability, resourcefulness, and desire to learn.

Preferred Qualifications

- Outstanding oral, written, and interpersonal communication skills.
- A detail-oriented mindset with strong organizational skills.
- Ability to collaborate and engage with RTF team members, the RTP community, and its stakeholders.
- Understanding of HTML/CSS.
- Understanding of social media, digital strategy a plus.

- Experience with Eventbrite, MailChimp a plus.
- Education: A bachelor's degree from an accredited four-year college or university (Concentration in graphic design, digital media, visual communications, marketing, fine arts, or related combination of skills preferred), OR Commensurate professional experience.

Physical Demands

- Sitting and standing for extended periods is common; hearing, vision and speaking within normal ranges is essential for conversation, to receive ordinary information and to prepare or inspect documents.
- Regular use of email, telephone, and online communication tools are essential.
- Ability to lift up to 25 pounds.
- Flexibility to attend after-hours events as required.
- Good manual dexterity for the use of common office equipment, such as laptops, telephones, copiers, and projectors.

Work Environment:

The job is performed indoors in a traditional office setting with flexibility on remote work. Activities include extended periods of sitting, fast paced events, and extensive work at a computer.

Equal Opportunity Employer/Protected Veterans/Individuals with Disabilities

The Research Triangle Foundation does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, age, retaliation, parental status, military service, or other non-merit factor.

Qualifications/Resume Submittal

If interested in applying, please send the following to communications@rtp.org:

- Cover letter
- Resume
- Graphic or web design work examples and/or writing sample

No phone calls, please.

Incomplete applications will not be reviewed.