



4000 W. Pratt Ave.
Lincolnwood, IL 60712
(847) 677-5277
Lincolnwoodlibrary.org

Job Title: Marketing & Graphic Design Associate
Department: Marketing & Communications
Supervisor Title: Head of Marketing & Communications
FLSA Status: Non-Exempt
Last Updated: 07/25

Job Summary:

Under the supervision of the Head of Marketing & Communications, the Marketing & Graphic Design Associate will coordinate and produce engaging visual print and digital content for the library's various promotional channels. This position will support the Marketing Department's initiatives through graphic design, photography, videography, and visual displays.

Essential Job Duties & Responsibilities:

1. Create posters, flyers, brochures, digital banners, social media graphics, building signage, and other items as assigned by the Head of Marketing & Communications.
2. Maintain and enhance the library's brand identity through consistent and cohesive design across all platforms.
3. Assist with print production, distribution, and marketing projects by printing, cutting, assembling, and posting signage, calendars, and publicity materials throughout the building, preparing displays, and ensuring the timely rollout of promotional content.
4. Maintain and restock promotional materials such as brochures, bookmarks, and flyers to ensure a consistent visual presence in public areas.
5. Contribute to photo and video documentation of programs and events for marketing use.
6. Respond to internal design requests from library staff and assist with the production of print or digital items as assigned including but not limited to forms, templates, and outreach materials.
7. Update and maintain content and images on the Library's display screens, assist with managing the Library's social media accounts, and create event listings on various platforms as needed.
8. Work closely with the Head of Marketing & Communications to align visual communication strategies with broader marketing objectives, ensuring all efforts support the goals and strategic plan of the Library.
9. Stay abreast of design, social media, and library industry trends to keep the Library's visual communications fresh and relevant.
10. Attend networking and continuing education opportunities.
11. Performs other duties as assigned.



4000 W. Pratt Ave.
Lincolnwood, IL 60712
(847) 677-5277
Lincolnwoodlibrary.org

Minimum Qualifications:

Education:

- Bachelor's degree in graphic arts, design, public relations, or related field **and** one year of experience, **or**
- High school diploma or equivalent **and** three years of experience in graphic arts or design.

Experience:

Minimum one year of experience producing event flyers, social media graphics, or similar collateral, preferably at a library, park district, school, museum or similar.

Knowledge/Skills:

1. Strong working knowledge of Adobe Creative Suite (especially InDesign, Illustrator, Photoshop) and Canva or Adobe Express.
2. Proficiency with Google Workspace (Docs, Drive, Sheets, Slides) on a Mac-based platform.
3. Experience preparing files for print, with a basic understanding of printing standards (bleeds, color modes, resolution).
4. Comfortable executing precise manual cutting and trimming with tools such as paper cutters, straight edges, and X-Acto knives.
5. Strong eye for design, layout, and typography, with the ability to follow brand guidelines while contributing fresh ideas.
6. Excellent organizational skills, attention to detail, and the ability to manage multiple assignments and meet deadlines.
7. Willingness to take direction, work collaboratively, and contribute to the Library's visibility and outreach.
8. Basic photography skills (DSLR or mobile), with understanding of composition and lighting, preferred.

Working Conditions & Physical Requirements:

This position includes both computer-based and physical tasks. Duties may involve standing for extended periods, moving around the building, lifting light materials, and working with manual tools for assembling printed items.