



Job Description

Job Title: Graphic Design Specialist
Reports: Brand & Content Strategy Manager

FLSA Status: Exempt
Internal Job Grade: 13

Summary:

Access Health CT (AHCT) is seeking a creative and detail-orientated Graphic Design Specialist to join our team. This role combines visual design, content creation and brand storytelling to support marketing, communications and digital engagement efforts. The ideal candidate is both a strong designer and an effective communicator who can develop compelling visuals across multiple platforms, including AHCT website, print, digital and social channels. The Graphic Design Specialist works closely with the Marketing Team to maintain AHCT's brand standards and craft engaging branded content to drive marketing goals. Additionally, the Graphic Design Specialist oversees production and budget/estimation management and communication with key vendors. This role reports to the Brand and Content Strategy Manager and has no supervisory responsibilities.

Essential Duties and Responsibilities:

Graphic Design

- Design high-quality digital, print and promotional branded merchandise including brochures, flyers, presentations, advertisements, signage, event collateral and branded marketing assets
- Maintain brand consistency across all visual communications and marketing channels
- Create graphics, illustrations, infographics and layouts for campaigns, events and internal communications
- Develop creative assets for website, email marketing and social media platforms
- Design PowerPoint slide decks for Board of Directors and committee meetings
- Supports ad hoc graphic design projects

Content Creation

- Capture photography and video content during events, campaign activations and community outreach activities
- Plan, shoot and edit promotional, educational and social media video content
- Edit video footage, add graphics, transitions, captions, music and animations
- Assist with storyboarding, scripting and video concept development for testimonials and other video content
- Manage video content libraries and optimize video formatting for multiple platforms

Brand Stewardship

- Consult with our creative agency on updates to brand identity, guidelines and creative direction
- Maintain and enforce brand guidelines to ensure consistent brand identity
- Provide design support for AHCT digital projects, including graphics for AHCT Hub (intranet), website, social media platforms and multimedia presentations

Collaboration & Project Management

- Manage multiple projects simultaneously while meeting deadlines and quality standards
- Organize and maintain digital assets, templates and creative files
- Collaborate with departments across AHCT to execute creative campaigns and initiatives
- Support data-informed decisions and recommend improvements based on content engagement and performance

Qualifications: the requirements listed below are representative of the knowledge, skill and/or ability required.

- BA or BS in Graphic Design, Marketing, Communications, Media Production or related field required
- 5+ years of experience in graphic design, content creation and/or video production
- Strong portfolio demonstrating graphic design, video editing and content development work required
- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- Experience with video editing software and social media content creation tools
- Strong understanding of social media platforms and digital marketing trends
- Exceptional proofreading and visual design quality control
- Excellent written and verbal communication skills
- Works well under pressure to meet tight deadlines
- Strong organizational and project management skills with attention to detail and creativity

Physical Demands: the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to sit, hear, stand, use hands to type data, and utilize a phone or other electronic communication devices. This employee may have to operate business machines and lift up to 20 lbs.

Work Environment: this is an in-office role 2 designated days per week (Tuesday & Wednesday) or more if needed, in which the noise level in the work environment is usually moderate. 3 designated remote workdays. Requires fast-paced deadlines and has a high stress at times.