Update

Ministry

Arts, Culture and Status of Women

Describe: Basic Job Details

Position

Position ID

Position Name (200 character maximum)

Graphic Designer

Current Class

Job Focus   Supervisory Level

Agency (ministry) code   Cost Centre   Program Code: (enter if required)

Employee

Employee Name (or Vacant)

Organizational Structure

Division, Branch/Unit   ☐ Current organizational chart attached?

Supervisor's Position ID   Supervisor's Position Name (30 characters)   Supervisor's Current Class

Design: Identify Job Duties and Value

Changes Since Last Reviewed

Date yyyy-mm-dd

Responsibilities Added:

Responsibilities Removed:

Job Purpose and Organizational Context

Why the job exists:

The Heritage Division operates a network of museums and historic sites to fulfill its mandate to lead the stewardship of Alberta's heritage resources. In collaboration with other branches within the Division, the Royal Alberta Museum (RAM) Branch is responsible for the design and production of galleries, exhibits, interpretive features and promotional and educational materials at 18 sites across Alberta, including the RAM, historic sites, and interpretive centres. The Visitor Experience unit within the RAM Branch plays a key role in leading this work.

Reporting to the Manager of Design, Production and Operations, the Graphic Designer is a member of a multidisciplinary creative team responsible for conceptualizing, designing, and implementing a range of two-dimensional (2D) design products. These products are essential components of exhibitions, educational programs and communications materials that support the Division's efforts to present museum exhibitions, interpret collections for the public, operate its facilities and promote visitation to the Government of Alberta's historic sites and museums. The Graphic Designer translates interpretive plans and raw content into 2D visual media that communicates specific messages or information to a target audience.

Graphic Designers collaborate with other unit team members to integrate graphic design products with exhibit elements, ensuring alignment with interpretive plans. They contribute to continuous improvement and help foster a culture of excellence and accountability.

Responsibilities

Job outcomes (4-6 core results), and for each outcome, 4-6 corresponding activities:

Define 2D design problems, determine design objectives and conceptualize effective design solutions.
- Seek and consider input from exhibit designers, interpretive planners, curators, program staff and other stakeholders to understand and scope design-related problems.
- Translate interpretive, marketing and/or educational strategies into a vision or stylistic direction and propose ideas, design concepts and/or concept sketches for internal and/or external use.
- Collaborate with the Interpretive Planner and other stakeholders in the development of interpretive plans, with a focus on proposing practical and effective 2D design solutions.
- Consult with colleagues who possess relevant design, production and/or technical expertise (e.g., Exhibit Designers and Technicians, Interpretive Planner, Visitor Experience Researcher, Digital Technologies Lead, Media Producer) and incorporate their feedback at appropriate stages of the design process.
- Develop a visual language to effectively communicate intended messages; design and test concepts and prototypes, working with the Visitor Experience Researcher.
- Create and present design concepts to stakeholders for feedback and integrate input to create a final version for implementation.

Create production-ready or use-ready artwork that meets defined communications objectives, aligns with project scope, and captivates, informs and inspires the target audience.
- Liaise with unit staff and/or other relevant stakeholders to collect and confirm exhibit drawings, measurements and/or other required information; collaborating with exhibit designers to ensure cohesion in design approach between print and exhibition materials.
- Gather all content required for design work (e.g., images, copy), procuring small-order stock photography, illustrations and/or typefaces; capture scans and/or photographs as required.
- Collaborate with photographers to formulate direction for shoots; and with Visitor Experience Research and Web Programmer to develop and prototype wireframes for web-based applications.
- Apply appropriate graphic strategies and/or brand guidelines to ensure accessibility, legibility, quality of appearance and robustness.
- Review draft designs with various stakeholders and incorporate feedback to ensure a holistic design approach that considers lighting, wayfinding, learning programs, audio/visual and technical systems, and other relevant factors.
- Complete pre-press work and related pre-production work.

Produce, procure and/or install graphic products.
- In consultation with conservation team members, select graphics production materials and techniques that result in products that meet object conservation standards.
- Coordinate graphics production and procure necessary goods and services, including obtaining quotations, securing design and budget approvals, preparing schedules, assisting with development of purchase requisitions and contracts, managing contracts and quality control.
- Produce graphics for installation using in-house graphics production equipment, ensuring quality and colour accuracy.
- Collaborate with team members, suppliers and site staff on installation of 2D graphic products.
- Operate and participate in the maintenance of in-house graphics production equipment.

Contribute to development and achievement of Visitor Experience Unit plans and priorities.
- Collaborate with colleagues and project team members to meet each project's acceptance criteria in a safe, timely and cost-effective manner.
- Lead and participate in project teams as assigned.
- Provide regular project status updates to the Manager and Project Coordinator as requested.
- Maintain graphics files, material specifications, etc. for reference during maintenance and renewal.
- Research trends, styles and best practices in graphic design and visual media and sharing key findings with colleagues.
- Participate in team meetings and other committees or project teams as assigned to represent graphic design perspectives.
- Comply with all Occupational Health and Safety (OH&S) requirements to maintain a safe work environment.
- Assist with exhibition installation and tear down.
- Complete other related duties as assigned by the Manager.

Problem Solving

Typical problems solved:

The Graphic Designer applies strong communication and critical thinking skills to identify and scope design challenges, and to develop and implement effective solutions. This requires the ability to lead and collaborate within multidisciplinary teams comprising colleagues and stakeholders.

The incumbent synthesizes a diverse range of information into compelling two-dimensional (2D) graphic design products that effectively convey mood, information and ideas to support promotional and educational objectives. These graphic products are integrated with other exhibit components to form complete exhibitions. To ensure cohesion, the Graphic Designer collaborates with other unit staff to gather inputs for graphic design plans that align with and support complementary exhibit elements (e.g., lighting, media production).

Design work is guided by the needs of target audiences, while also accounting for environmental factors (e.g., lighting), interpretive and project plans, and graphic strategies and standards. The Graphic Designer must understand and apply a variety of design standards and guidelines to ensure accessibility and visual consistency across diverse products. The role also involves reviewing prototypes and providing feedback on design-related issues to support iterative improvement.

Types of guidance available for problem solving:

Guidance for problem solving is informed by professional knowledge and experience, as well the overarching interpretive plan, project plan and graphic design strategies and standards. Problem-solving is also informed by the collection of input, advice and expertise from a wide variety of teammates including collections managers, conservators, curators, other graphic designers, exhibit designers, media producers, interpretive planners, exhibit technicians, marketing, copy writers, web programmers, educators and visitor experience researchers. Additional support/expertise is available from the Senior Graphic Designer to resolve more complex issues or to address novel situations or project elements. Consultation with the Project Coordinator and Manager of Design, Production and Operations on a regular basis is necessary to

ensure project-related work progresses in a timely manner and aligns with operational and interpretive plans and quality standards. Within this framework, the incumbent has authority to plan and prioritize projects and resolve most daily issues.

Direct or indirect impacts of decisions:

The work of this position impacts:
- design and production of galleries, exhibits, interpretive features and promotional and educational products at 18 of the Division's museums (including the RAM), historic sites and interpretive centres located throughout Alberta.
- creation of graphic products for exhibits, promotional campaigns and education purposes that are accessible, inclusive, creative, engaging and evocative for audiences.
- achievement of the department's Business Plan goal of maintaining and enhancing the existing investment Alberta has made into the preservation of Alberta's history.
- development and implementation of consistent guidelines and site standards that can be applied to all projects to ensure quality, on-brand 2D graphics.
- exhibit interpretive plans and project plans by providing graphic design expertise and perspectives.
- the ongoing collaborative culture of the Visitor Experience Unit. Moving an idea for an exhibit from concept to a design plan, to product development and then to implementation requires the knowledge, skills and engagement of all Unit roles; success depends on teamwork and communication across integrally interconnected roles.

Key Relationships

Major stakeholders and purpose of interactions:

Internal
- Visitor Experience team members - collaborate extensively with all members of the team on design, implementation and maintenance of creative graphic products.
- Manager of Design, Production and Operations - regular interaction regarding direction, workload, priorities; provide project updates.
- Project Coordinator - provide graphic design inputs to the development of project plans; provide project updates.
- Project Team members - consult and collaborate with multidisciplinary team members to accomplish assigned projects. Teams can include members from any unit within the branch, and from any branch within Heritage Division; seek guidance as needed from the Senior Graphic Designer.
- RAM front-of-house team (museum shop, café, admissions) - consult and collaborate to develop products suited to their needs.
- Museum/Historic Site/Interpretive Centre staff - consult and collaborate to gain an understanding of the products they require.
- RAM Marketing and Communications, Site Marketing & Communications and GoA Communications and Public Engagement - consult and collaborate with marketing, copy writers, web programmers to develop and implement effective promotional campaigns in line with project objectives and timelines.

External
- Vendors, contractors and consultants - provide input to procurement processes, lead straightforward procurements.
- Print service providers and supply vendors - keep current with technology and local availability and gather and share samples with graphic designer team members.

Required Education, Experience and Technical Competencies

Education Level	Focus/Major	2nd Major/Minor if applicable	Designation
Bachelor's Degree (4 year)	Other	Arts	

If other, specify:

Visual Communications, Graphic Design or related field.

Job-specific experience, technical competencies, certification and/or training:

Education and Experience
- Minimum 5 years experience in graphic design, ideally in a museum or science centre due to the unique specialization of this position.
- Experience in the development and delivery of innovative interpretive methods in museum exhibits, including but not limited to passive, active, immerse and interactive experiences.

Technical Competencies, certification and/or training
- Advanced proficiency with Mac computer platform and design software packages (including Adobe Creative Suite) and the Microsoft 365 office applications.
- Knowledge of materials and processes used in print media, exhibit graphics, digital media and indoor/outdoor signage.
- Demonstrated content analysis and problem-solving skills to integrate diverse exhibition 2D graphic products into a consistent whole.
- Knowledge of museum visitor studies and informal learning theory as applied to exhibition development.
- Theoretical and practical knowledge of visual communications as it relates to print media, digital media, environmental graphics, advertising, interpretive displays and indoor/outdoor signage.
- Theoretical and practical knowledge of accessibility standards.
- Strong organizational skills and agility to coordinate the work for numerous projects simultaneously.
- Teamwork, collaboration skills and interpersonal skills to work effectively with colleagues, vendors, suppliers, etc.
- Demonstrated genuine respect of others' expertise and willing to learn from others.
- Ability to work both independently and in a team environment.
- Strong oral/written communication skills and visual/oral presentation skills.
- Demonstrated ability to innovate, think creatively and to work successfully in a highly creative environment.
- Effective project management skills, and ability to manage own work independently.
- Class 5 driver's license.
- Illustration and photography skills are assets.
- Motion graphics skills are an asset.
- 3D design skills and experience are assets.
- Ability to interpret architectural drawings is an asset.

Behavioral Competencies

Pick 4-5 representative behavioral competencies and their level.

Competency	Level A B C D E	Level Definition	Examples of how this level best represents the job
Drive for Results	○ ○ ◉ ○ ○	Takes and delegates responsibility for outcomes: • Uses variety of resources to monitor own performance standards • Acknowledges even indirect responsibility • Commits to what is good for Albertans even if not immediately accepted • Reaches goals	Graphic designers design and produce graphic products within the agreed upon objectives, timelines and budget. They incorporate learnings into workplans, monitor progress to detect problems early and take responsibility for tasks within direct and indirect control.

		Description	Context
		consistent with APS direction	
Build Collaborative Environments	○ ○ ◉ ○ ○	Collaborates across functional areas and proactively addresses conflict: • Encourages broad thinking on projects, and works to eliminate barriers to progress • Facilitates communication and collaboration • Anticipates and reduces conflict at the outset • Credits others and gets talent recognized • Promotes collaboration and commitment	Graphic designers work in a highly collaborative team environment, working alongside other designers, technicians and other specialists, each bringing their own individual knowledge and expertise, to achieve intended outcomes. This position demonstrates genuine respect of others' expertise and is willing to learn from others. The designer acknowledges that others' points of view are valid, even when they are different from their own.
Creative Problem Solving	○ ○ ◉ ○ ○	Engages the community and resources at hand to address issues: • Engages perspective to seek root causes • Finds ways to improve complex systems • Employs resources from other areas to solve problems • Engages others and encourages debate and idea generation to solve problems while addressing risks	Graphic Designers advise on creative solutions to meet the needs of the museums, interpretive centres, and historic sites. They find ways to effectively articulate themes for audiences. They engage others and encourage multi-disciplinary debate and idea generation to solve design problems. They identify new solutions and promote continuous improvement and a culture of excellence and accountability.
Agility	○ ◉ ○ ○ ○	Works in a changing environment and takes initiative to change: • Takes opportunities to improve work processes • Anticipates and adjusts behaviour to change • Remains optimistic, calm and composed in stressful situations • Seeks advice and support to change appropriately • Works creatively within guidelines	Graphic Designers think ahead, identifying possible issues affecting project schedules and budgets while preparing backup plans. Maintains focus on the stakeholder goals for their visitors and keeps that at the forefront. Uses strong interpersonal skills and positive attitude to provide alternative approaches.

Develop Self and Others	○ ◉ ○ ○ ○	Seeks out learning and knowledge-sharing opportunities: •Reflects on performance and identifies development opportunities • Takes initiative to stay current • Shares with the team even when not asked • Actively coaches and mentors direct reports	Provides constructive feedback to other graphic designers. Encourages new ideas and approaches to design problems and a culture of innovation without fear of failure.
Systems Thinking	○ ◉ ○ ○ ○	Considers inter-relationships and emerging trends to attain goals: • Seeks insight on implications of different options • Analyzes long-term outcomes, focus on goals and values • Identifies unintended consequences	Graphic designers produce products for a variety of stakeholders with different goals and must keep the inter-relationship and consistency across platforms for a unified approach.

Benchmarks

List 1-2 potential comparable Government of Alberta: Benchmark

Assign

The signatures below indicate that all parties have read and agree that the job description accurately reflects the work assigned and required in the organization.

_____   _____   _____
Employee Name   Date yyyy-mm-dd   Employee Signature

_____   _____   _____
Supervisor / Manager Name   Date yyyy-mm-dd   Supervisor / Manager Signature

_____   _____   _____
Director / Executive Director Name   Date yyyy-mm-dd   Director / Executive Director Signature

_____   _____   _____
ADM Name   Date yyyy-mm-dd   ADM Signature