



## VALLEY HEALTH TEAM

LIVE BETTER. VIVE MEJOR.

### JOB DESCRIPTION

POSITION:	GRAPHIC DESIGNER
REPORTS TO:	DIRECTOR OF COMMUNICATIONS
POSITIONS SUPERVISED:	NONE
CLASS:	REGULAR
CAT:	FULL-TIME
	NON-EXEMPT

### **BASIC FUNCTIONS:**

Under the supervision of the Director of Communications, the Graphic Designer will design and execute strategic marketing and advertising plans for Valley Health Team (VHT). This position requires knowledge of web and online media including SEO, SEM, HTML, social media blogging and CMS. The Graphic Designer will also be responsible to maintain graphic branding standards. The Graphic Designer will work closely with the Director of Communications on project goals, timelines and milestones.

### **DUTIES AND RESPONSIBILITIES:**

1. Designs, coordinates and delivers printed materials, displays elements and/or illustrations for a variety of uses including: brochures, newsletters, direct mail pieces, posters, signs, displays, advertisements and other media using design software.
2. Ideates and creates graphics for use online and in new media including use of basic animation, keeps up to date of new technology and file standards, prepares graphics and photos for use on branded web properties and in social media.
3. Works with website designers to keep Valley Health Team (VHT) website up to date and modern.
4. Serves as the photographer and videography for projects and Valley Health Team (VHT) events
5. Provides technical assistance for developing multi-media projects (such as slides shows, video, and other electronic presentations).
6. Coordinates the printing production process by writing printing and other reproduction specifications including selection of paper, inks, finishing, etc.
7. Prepares and sends press-ready files for production and troubleshoots problems that may arise in the production process.
8. Serves as the design resources and consultant by providing creative guidance and support to the Director of Communication and other staff within Valley Health Team (VHT).
9. Edits information and designs internal communication for all Valley Health Team (VHT) staff
10. Supports media relations, public relations content development for patient materials, brochures, publications, etc., procurement of printing or services to complete projects assigned.
11. May work independently and meet deadlines.
12. Extreme attention to detail.
13. Assists with design, user experience, the structural design of shared information environments, content strategy and development and CMS updates.
14. Supports design and deployment of creative campaigns for billboards, television, radio, printed brochures/flyers, direct mail and email, and newspaper/magazine ads.
15. Provides assistance, guidance and support to other Valley Health Team (VHT) staff.
16. Responsible for providing consultation to other Valley Health Team (VHT) staff regarding corporate graphic standards to ensure consistent and effective branding strategies to increase patient engagement.
17. Works with Director of Communications to align marketing efforts with Valley Health Team's goals, identify appropriate target audiences and implement appropriate channels to reach them.
18. Track purchasing costs and staying within set budgets for projects

19. Project management for regularly assigned work and occasional special projects.
20. Assist Director of Communications with selecting and managing vendors who will assist with marketing
21. Provides technical assistance in developing multi-media projects and all other assigned projects
22. Stays current on skills, knowledge and expertise of Healthcare industry and job – related requirements/qualifications
23. On a temporary basis, may be required to work at any facility.
24. Contribute to team effort by assisting other departments as needed and while maintaining confidentiality of VHT's business.
25. Work cooperatively with all staff members and outside sources in a professional manner to deliver a high level of service.
26. Observe and practice all VHT Patient Experience Service Standards as outlined in "World Class Practices: My Commitment to Care (which I have read and signed). Practice CICARE when interacting with patients, their families, visitors, or internal customers.
27. Practice CICARE phone etiquette during all phone interactions.
28. Always exercise courtesy whenever patients, family members, visitors and co-workers are present.
29. Respect privacy and dignity of our patients, family members, visitors and co-workers.
30. Maintain professionalism in the presence of patients, their families, visitors and co-workers.
31. Act as a role model, verbally and behaviorally demonstrating skill, enthusiasm, positive problem solving, commitment and loyalty to the profession and the organization.
32. Follow applicable regulations: Joint Commission, OSHA, HIPAA, and CLIA.
33. Serves and protects the practice by adhering to professional standards, policies and procedures, federal, state, and local requirements, and The Joint Commission Accreditation of Healthcare Organization standards.
34. Perform other related duties, which may be inclusive, but not listed in the job description.

**MINIMUM QUALIFICATIONS:**

1. Bachelor's Degree in Design or Visual Arts
2. Have Five (5) years' experience using Microsoft Office 365
3. Have Five (5) years' experience using Adobe Creative Suite
4. Minimum Five (5) to Seven (7) years' of Professional Design experience
5. Must have experience with SEO (Search Engine Optimization), SEM (Search Engine Marketing), CMS (Content Management System) designs and HTML (Hypertext Markup Language).
6. Strong portfolio of completed design projects that illustrates the ability to meet deadlines
7. Excellent oral and written communication skills – be able to provide information in a clear and concise manner; good interpersonal skills
8. Maintain and enforce the highest level of quality standards and customer service
9. Ability to be flexible with work schedule and available to work at all site locations
10. Must have own transportation, valid California Driver's License and current proof of automobile insurance coverage
11. Demonstrated ability to provide world-class patient experience using CICARE principles and practices. Ability to be proactive and to go above and beyond the call of duty; take initiative to provide a world class patient experience in all encounters via email, phone or in person

**TYPICAL WORKING CONDITIONS:** The office setting is a normal work environment. Occasionally work during early morning, evening or weekend. May be subjected to temperature variances in the office.

**TYPICAL PHYSICAL DEMANDS:** Requires sitting, standing, or walking for up to eight hours a day. Some bending, stretching, or reaching may be necessary. Lifting up to 40 pounds may be required on occasion. Vision must be correctable to 20/20 and hearing must be in the normal range for telephone contact.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing 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 may come in contact with hazardous equipment such as liquid nitrogen, cleaning agents, and sharps. The noise level in the work environment is usually moderate but may become excessively loud with the increased patient flow during a busy clinic day.

I, the employee, understand the responsibilities and standards of my position as listed above, and I agree to fulfill them to the best of my ability. I understand I am an at-will employee and can be terminated at any time with or without cause. I also understand the Valley Health Team Inc. will not be responsible in any manner for termination's which are due to defunding of Federal or State Contracts. I also agree that the VHT Board of Directors have the right to modify the Personnel Policies which govern my employment at any time.

This organization is an Equal Opportunity Employer. It is our policy to comply with all applicable state and federal laws prohibiting discrimination in employment based on race, age, color, sex, religion, national origin, or other protected classification.

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Employee's Signature

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Date