

THE JOSLYN

MARKETING

Job Title

Graphic Design Coordinator

Employment Status

Full Time | Exempt

Location

On-Site | in person (Omaha, NE)

Department

Marketing

Reporting Responsibility

Director of Marketing & Public Relations

Position Summary

The Graphic Design Coordinator advances the Joslyn Art Museum's visual identity and messaging across multiple touchpoints, including visitor-facing print materials; advertising campaigns; signage and wayfinding; exhibition, program, and event promotion; and member and donor communications. This role is responsible for maintaining brand consistency, developing design systems and templates, and producing high-quality print and digital assets in partnership with the Marketing, Curatorial, Learning & Engagement, Development, and Operations (Visitor Experience, Cafe, and Shop) teams.

Major Duties

All responsibilities listed are equally important and essential to the daily operations and overall success of The Museum. They are not presented in any specific order.

- Steward the Museum brand, ensuring consistent use of wordmark, typography, color, imagery, and tone across channels and departments
- Maintain brand guidelines and develop design systems and reusable templates to streamline production and support cross-team consistency
- Strategize, design, and produce marketing collateral: fliers, brochures, maps, gallery guides, posters, postcards, ads, event materials, invitations, donor and member communications, donor recognition, and branded merchandise
- Prepare print-ready files and coordinate with vendors and advertising representatives on estimates, proofing, color, finishing, and delivery schedules
- Create visitor-facing signage packages (e.g., indoor and outdoor directional signage, wayfinding, banners, donor and administrative signage, temporary notices, gallery/event signage, cafe menus) and prepare production-ready files and specs for fabrication and installation; oversee and/or perform signage installation
- Produce designs for digital ads and billboards. Create selected digital assets for website, email campaigns, social media, digital signage, and other online channels, including responsive and platform-specific versions
- Partner with stakeholders in planning and strategy phases; translate program goals into clear visual concepts and audience-aware design directions; iterate based on feedback until final approval by stakeholders
- Manage multiple concurrent projects, balancing timelines, budgets, and approvals
- Maintain an organized archive of source and final product files
- Support photo selection and art direction; optimize images as needed
- Represent the Museum as needed within the community and at on-site events
- Ensure all visitors to the Museum have a positive experience; be knowledgeable about Museum activities, services, and layout and be willing to assist any visitor
- Adhere to policies in the Employee Handbook
- Perform other duties as required

Minimum Qualifications

- 2+ years of graphic design experience, or an associate/bachelor's degree in graphic design, visual communication, or related field, or equivalent combination of education and experience
- Strong portfolio demonstrating design, typography, layout, and production skills
- Proficiency in Adobe Creative Cloud (InDesign, Illustrator, Photoshop) and Microsoft Office; familiarity with cloud-based tools and PC environment
- Ability to work within established brand guidelines while supporting marketing and visual communication strategies
- Working knowledge of print production (preflight, bleeds, color management, proofing) and vendor coordination
- Strong project management skills with ability to prioritize, meet deadlines, and manage multiple projects independently
- Excellent written and verbal communication skills with strong attention to detail
- Ability to collaborate effectively with diverse stakeholders and respond to feedback in a professional manner
- Consistent professionalism in representing the Joslyn Art Museum in all interactions with colleagues, vendors, donors, and visitors

Preferred Qualifications

- Experience working in an art museum, cultural organization, agency serving arts clients, and/or non-profit
- Understanding of image rights management, reproduction standards, and credit/artist attribution requirements
- Familiarity with web and email design constraints and best practices (responsive layouts, accessibility, file optimization)
- Familiarity with accessibility standards for print content
- Experience with design system tools and collaboration workflows (e.g., Figma, Slack, Monday, shared libraries)

Working Conditions

- Office-based environment, typically 8:30 am to 5:00 pm (including lunch break), with occasional evening or weekend hours required for major exhibitions, events, or project deadlines
- Extended periods working at a computer, either sitting or standing at a desk
- Regular movement throughout the Museum for tasks such as inventorying print materials, receiving and storing deliveries, and installing or overseeing installation of signage; occasional lifting/carrying of materials up to 25 lbs.
- Periodic travel to vendors and print partners for pickup of finished materials

Compensation

Salary: \$46,000 - \$49,000

Reasonable accommodations will be provided to qualified individuals in accordance with the applicable federal, state, and local law. If reasonable accommodation is needed to participate in the hiring process, to perform the essential functions of the job, and/or to receive other benefits and privileges of employment, please contact careers@joslyn.org.

To Apply

PLEASE SUBMIT YOUR COVER LETTER AND RESUME VIA EMAIL TO CAREERS@JOSLYN.ORG, AND INCLUDE THE JOB ROLE IN THE SUBJECT LINE. Joslyn Art Museum believes in fostering diversity and equal opportunity as integral parts of its hiring practices, upholding its commitment as an Equal Opportunity Employer. Qualified candidates of all backgrounds are encouraged to apply for this position. The Joslyn offers competitive compensation and a generous benefits package to eligible employees.

Our Mission

The Joslyn brings people together to explore art across time and cultures.

Joslyn Art Museum was a gift to the people of Omaha from Sarah Joslyn in memory of her husband, George. From its first day, November 29, 1931, to today, the Museum has welcomed millions of visitors from around the world. The Joslyn's collection of over 12,000 objects represents 5,000 years of human creativity and the world's diverse cultures. The campus comprises three stunning buildings—distinct yet connected—surrounded by sculpture gardens. Learning and engagement opportunities abound, and general admission is free to all, always.