



The Cummer Museum of Art & Gardens Employment Opportunity – Graphic Designer & Marketing Specialist

The Cummer Museum of Art & Gardens seeks a dynamic, passionate, creative, organized, and collaborative Graphic Designer & Marketing Specialist to join the Advancement Team within an organization supportive of new ideas and creative risk-taking. Driven by a strategy built around delivering quality, providing access, and having fun, the successful candidate will work with and report to the Manager of Marketing and Communication to implement the marketing and communication strategies. Final products will be created to be accessible to and representative of the community and collection, and be implemented by working collaboratively with organizational and community partners to promote local, regional, national, and international visibility of the Museum.

About the Cummer Museum

The Cummer Museum, an AAM accredited institution in Jacksonville, Florida, maintains one of the most significant collections of European and American art in the Southeast. The Museum's founders, Arthur and Ninah Cummer, assembled a private collection of 60 Old Master and 19th-century American paintings, forming the nucleus of the permanent collection. In 56 years, the permanent collection has grown through purchase and donation to more than 5,000 objects, whose dates of origin range from 2000 B.C. to the present. The strength of the collection is European (1300 - 1920) and American (1800 - 1940) paintings, but representative examples of ancient Mediterranean art, Japanese art, and 20th-century American art are included in the collection. The Museum also features one of the three finest collections of early manufacture (1710 - 1750) Meissen porcelain in the world. In addition to permanent collection rotations, the Museum also hosts 6-10 temporary exhibitions annually.

The Cummer Museum boasts one of the most important and delightful gardens in Northeast Florida. Idyllically located on the banks of the St. Johns River, the gardens have a fascinating history, stretching back more than 100 years, and bear the imprint of some of the foremost names in landscape design and horticulture, including Ossian Cole Simonds, Ellen Biddle Shipman, Thomas Meehan and Sons, and the fabled Olmsted firm. The involvement of these prestigious firms gives national importance to the gardens at the Museum. In addition to the lush plantings, features such as reflecting pools, fountains, arbors, antique ornaments, and sculptures help create a special outdoor space that provides a perfect complement to the Museum's collections. The Cummer Gardens are listed in the National Register of Historic Places.

Throughout the institution's history, the collections have served as the cornerstone in the Museum's mission – to “engage and inspire through the arts, gardens, and education.” In accordance with the expressed wishes of its founder, Ninah May Holden Cummer, it seeks to serve as “a center of beauty and culture” for the benefit

of “all of the people.” Educational programs are presented through the Museum’s nationally recognized interactive learning center, Art Connections, winner of the prestigious IMLS Museum Services Award.

Essential Function:

Working with the Advancement Team, this position will implement the creative strategy and maintain the visual identity of the Museum in print and digital media, safeguard brand standards, and support effective communication. This includes, but is not limited to, printed collateral, ads for print and digital media, videos and digital presentations, website graphics and website updates, and social media graphics and communications. The Graphic Designer & Marketing Specialist will also:

- Support the Museum’s mission, vision, and values by exhibiting the following behaviors: excellence and competence, collaboration, innovation, respect of individuals, commitment to our community, and accountability and ownership.
- Create compelling graphic and visual designs on the Museum’s print, digital, environmental, and other media channels to attract and retain visitors, donors, and partners, with a focus on aesthetic consistency and accessibility.
- Ensure the agreed upon creative approach to Museum messaging is carried across multiple platforms, such as printed and digital collateral for events, facility rentals, fundraising campaigns, programs, retail, etc.
- This position will support the Manager of Marketing and Communication and provide support and coordination of the Advancement Department’s daily activities.
- Work with outside marketing partners to include design agencies, print & broadcast media outlets, printers, etc.
- Collaborate with stakeholders across the Museum to establish scope of work, content, schedule, and budget for all assigned projects.
- Maintain project lists of all current job requests and provide regular reports to the Manager of Marketing and Communication.
- Ensure all projects are created and delivered on time and all artwork is consistent and updated, while managing a high volume of projects simultaneously, often with a short turn-around.
- Work in a collaborative environment and develop graphic design ideas for departments across the Museum that will support and advance strategic initiatives.
- Maintain all graphic and photography assets for the Museum to ensure aesthetic consistency and identify graphic and photography needs.
- Keep up-to-date on current and emerging technologies, communication tools, and design programs.
- Assist with website, blog, and social media updates.
- Edit, design, and create content for e-newsletters and other eblasts.
- Develop, maintain, and promote positive and professional relationships with internal staff, volunteers, members, vendors, contractors, and the general public.
- Other job-related duties as assigned.

Knowledge, Skills and Abilities:

- Bachelor's degree in graphic design, or related field; or at least 2 years of experience that includes communications
- Value and support diversity, equity, inclusion, and access within Museum and communities
- Demonstrated typographic, color, layout abilities, production knowledge, website content management, and an understanding of digital production for print
- Skilled with essential design programs, including Adobe Creative Cloud (Photoshop, Illustrator, InDesign required, Premier preferred)
- Proficient in Microsoft Office (Word, Excel, Powerpoint)
- Ability to work in Mac and PC
- Ability to communicate effectively with vendors, staff, volunteers, and the Museum visitors
- Strong written and oral communication skills and ability to thrive in collaborative team-oriented environment.
- Self-starter with strong problem-solving skills and the ability to make informed decisions using good business sense
- Ability to manage multiple projects with minimal supervision
- Strong organizational skills and ability to handle and prioritize detailed projects simultaneously and carry them through to completion
- Willingness to work flexible hours as needed for events/programs
- Valid Florida driver's license

Physical Demands/Work Environment:

- Must be able to regularly lift/move up to 10 pounds, frequently lift/move up to 25 pounds, and occasionally lift/move up to 50 pounds.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Qualified applicants send letter of interest, resume, and salary requirements to the Cummer Museum of Art & Gardens, Attn: Human Resources Department, 829 Riverside Ave, Jacksonville, FL 32204 or jobs@cummuseum.org.

EQUAL EMPLOYMENT OPPORTUNITY POLICY

The Cummer Museum's policy is to provide equal employment opportunity to all qualified employees and applicants for employment without regard to race, color, ancestry, national origin, gender (including pregnancy), sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, service in the military, or any other protected status as required by federal, state, or local law. The Museum's intent and desire is that equal employment opportunities will be provided in employment recruitment, selection, compensation, benefits, promotion, demotion, layoff, recall, transfer, leave of absence, termination, and all other terms and conditions of employment.

COMMITMENT TO DIVERSITY

The Museum is committed to creating and maintaining a workplace in which all employees have an opportunity to contribute to the success of the institution and are valued for their skills, experience, and unique perspectives. In addition to being an important principle of sound business management, this commitment is embodied in Museum policy and the way it does business.