

# Graphic Designer Job Announcement / Request for Qualifications

The American Alpine Institute is looking for a free-lance graphic artist to help design, execute, and oversee the production of marketing materials used to promote the Institute's world-wide mountain guiding and instructional programs and its equipment shop.

## INTRODUCTION TO THE POSITION

The job focuses on advertisements in print media, web advertisements, website graphics, and marketing collateral such as tee-shirts, stickers, and posters. The graphic artist's position is characterized by a very close working relationship with the company's president and with other staff members who are working on special projects.

In addition to revising, updating, and occasionally redesigning such things as brochures and advertising materials, historically the Institute's graphic artist has also been asked to participate in goal-setting and decision making in both the big picture and smaller details of the Institute's national marketing of its very specialized services. Aside from this planning and regular consulting with AAI staff, the graphic artist normally works independently, in most cases off-site, designing, revising, and preparing jobs for print or digital production, and working with professional printers, publishers, and digital media to achieve the Institute's goals. Some on-the-job training will be provided.

## INTRODUCTION TO THE INSTITUTE

The American Alpine Institute (AAI) is a mountaineering climbing school and guide service based in Bellingham that operates in 6 states and 16 countries. Many national reviewers have judged the Institute to be the best business of its type in North America. We are grateful for the praise and work hard to re-earn that reputation every day.

Sixteen people work in program administration and equipment services, and 55 guides lead courses and expeditions worldwide.

The Institute's offers programs at all skill levels in rock climbing, ice climbing, mountaineering, backpacking, backcountry skiing, avalanche skills, and expedition climbing.

The Institute is an outdoor industry leader in environmental education and protection. AAI is committed to offset 100% of its carbon emissions, including energy consumed in the office, travel, and field programs.

The Institute is also committed to leading by example in business ethics and through innovative programming and operations in environmental protection, conservation, and preservation. AAI staff members serve on boards of directors of non-profit environmental research and

educational organizations, and the Institute provides financial support to those organizations as well.

AAI staff members have many interests, enjoy the outdoors in general, and pursue many forms of outdoor recreation. They are smart, kind, good humored, and enthusiastic, and they are a lot of fun to work with. Many long-term friendships are established while working at the Institute.

#### **CANDIDATE REQUIRED QUALIFICATIONS:**

1. Experience with computer layout and design for both print and digital media
2. Demonstrated ability both to work independently and collaboratively on creative projects
3. Proficiency with MS Office, an ability to type accurately and quickly, and a talent for proofreading and catching language and grammatical errors
4. Proficiency with Adobe Creative Suite, especially Illustrator, Photoshop, and InDesign
5. Creativity in problem solving
6. Dedication to the timely completion of projects
7. An ability to work with a high level of energy, commitment, and personal responsibility
8. Flexibility in scheduling and a willingness to work as part of a team

#### **PERSONAL CHARACTERISTICS of the candidate:**

- strong work ethic
- honest and dependable
- enthusiastic personality (!)
- sense of humor (Ha!)
- pride in work and a sense of achievement in bringing projects to completion
- an interest in and an appreciation for outdoor recreation and America's national parks and forests
- experience backpacking, rock climbing, or mountaineering is helpful but not required

### **Typical Tasks and Projects**

#### **Monthly Advertising**

- Renew contracts with advertising reps for both digital and print media
- Verify invoices in accordance with contracts for accounts payable
- Design new and update current advertisements for climbing magazines, local adventure periodicals, and other print media as needed, ranging from full- and half-page to one-sixth page ads
- Supply digital materials in a timely manner according to contract deadlines
- Design and prepare media for web advertisements, including static and animated GIFs, working within constraints on file size, dimensions, and animation length provided by the publisher

- Maintain records of advertising production and provide source graphic files and resource archives to the Institute in a timely manner

### Websites and Social Media

- Select and process photographs for publication on the company's websites and social media, including editing photos to enhance their visual impact; cropping and sizing them appropriately; and managing file size to optimize visual quality and download time
- Work with bitmap and vector drawing tools to produce technical drawings and route diagrams for use on the blog and website
- Use Adobe Creative Suite tools to produce web assets such as website component graphics, web designs, photos, and short videos, in cooperation with in-house project managers and/or outside vendors

### Miscellaneous Tasks

- Miscellaneous print collateral: new program brochures; AAI business cards and stationery; program manuals for guides and/or students; promotional fliers and postcards; small signs, posters, and stickers
- Clothing: AAI logo gear, develop designs for t-shirts, ball caps, and buffs

### The graphic artist will:

- Meet on a regular basis with the Institute's president and senior staff
- Obtain written estimates for jobs and place orders with printers
- Obtain photos, graphics, and written permission for photo use
- Supply digital materials to printer
- Monitor and correct printer's proofs
- Maintain job records and marketing archives
- Check accuracy of invoices from printers and advertisers, compare invoices with estimates, authorize payments

### HOURS, COMPENSATION, COMMITMENT

Pay is commensurate with experience. Health and vacation benefits are not offered. Employees can make purchases in the AAI equipment shop at 35% off full retail prices for themselves and 20% off for spouses or partners. If they want to experience an introduction to mountaineering or to improve their skills, employees can also go on climbing programs on a space-available basis at no charge.

### APPLICATION PROCESS

- complete a Wufoo application form here:

<https://alpineinstitute.wufoo.com/forms/z1isnljy0p476ls/>

YOU MUST INCLUDE: your cumulative GPA, your GPA in your major, and a wage history. Be sure to:

- attach your résumé
- attach your cover letter; in it, discuss as many of the “Candidate Qualifications” listed above as you would like

Submit Wufoo form or hand deliver to the AAI office  
(call first, 2 to 6 pm, 360-671-1505)

Dunham Gooding  
American Alpine Institute  
1515 12th Street  
Bellingham, WA 98225

### Work Schedule

This position is part time, and the hours vary significantly with the number and scale of projects.

***AAI is an equal opportunity employer.***