

## **FULL TIME POSITION:** **Graphic Designer**

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### **Agency Description:**

The Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

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### **Job Description:**

SBS is seeking a Graphic Designer who will report to the Director of Marketing. The Graphic Designer will develop print and digital creative to support the agency's marketing plans and special projects in order to raise the profile of the Agency's products and services available to businesses and jobseekers. The Graphic Designer will be responsible for supporting marketing initiatives for the following divisions, including: Business Development Division (BDD), Workforce Development Division (WDD), Neighborhood Development Division (NDD), and Department of Economic and Financial Opportunity (DEFO).

The Graphic Designer will be responsible for designing and producing various marketing materials, sales support documents, PowerPoint presentations, and website content for the agency's public-facing websites.

Specific responsibilities will include:

- Prepares work to be accomplished by gathering information and materials.
- Plans concept by studying information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtains approval of concept by submitting rough layout for approval.
- Prepares final layout by marking and pasting up finished copy and art.
- Completes projects by coordinating with outside agencies, art services, printers, etc.
- Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

### **Preferred Skills:**

- Two to four years of professional graphic design experience working for a B2B or B2C establishment
- Experience working with an advertising or public relations firm a plus
- Experience working with creative briefs to support strategic marketing plans
- Demonstrated artistic sensibility and creativity
- Ability to rapidly understand strategic objectives and suggest creative solutions
- Ability to successfully manage multiple tasks and complete on tight deadlines
- Innovative thinking and problem solving skills
- Strong organizational and time management skills
- Excellent written and verbal communication skills
- The ability to communicate with Senior Management and translate important information into clear, concise and understandable terms

### **Preferred Technical Skills:**

- Advanced skills with PhotoShop, Illustrator and Quark design
- Strong knowledge of composition and color and extreme attention to detail
- Knowledge of HTML and basic Web programming using Dreamweaver
- Experience working with Microsoft Office, Outlook, and Adobe Acrobat

**The Department of Small Business Services and the City of New York is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities.**



- Experience with Web analytics tools (such as Webtrends), including processing data and producing reports
- Some experience with JavaScript, XML, and Adobe Flash a plus
- Knowledge of Interwoven TeamSite Content Management a plus

### Qualifications:

1. A master's degree from an accredited college with a major in business administration, public administration, urban planning, economics, urban affairs, marketing research, finance, or political science; or
2. A baccalaureate degree from an accredited college and one year of full-time satisfactory experience in one or more of the following:
  - a. business development, retention, expansion and relocation or assisting businesses in accessing public and private services and programs including workforce development; or
  - b. analysis of business records and documents to determine eligibility of businesses for programs and services; or
  - c. economic, market or site research and analysis for business and neighborhood development

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### How to Apply:

To apply for this position, please email your resume and cover letter including the following subject line: **Graphic Designer** to: **careers@sbs.nyc.gov**

### ALSO:

- **For Non-City/External Candidates:** Visit the [External Applicant NYC Careers site](#) and apply for this position by entering Job ID: **238342**
- **For Current City Employees:** Visit [Employee Self-Service \(ESS\)](#) to view and apply for available positions. Click on Recruiting Activities > Careers, and search for the specific Job ID: **238342**

Salary range for this position is: **\$52,000**

**NOTE:** Only those candidates under consideration will be contacted.

### NYC residency is required within 90 days of appointment

If you do not have access to email, mail your cover letter & resume to:  
NYC Department of Small Business Services  
Human Resources Unit  
110 William Street  
New York, New York 10038