Career Opportunity
This is not a Federal Position

We are currently accepting applications to fill the following vacancy:

**Graphic Designer**
Announcement Number SE-22-0106

<table>
<thead>
<tr>
<th>OPEN DATE:</th>
<th>10/26/2021</th>
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<tbody>
<tr>
<td>CLOSING DATE:</td>
<td>11/09/2021</td>
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<td>PAY BAND:</td>
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<tr>
<td>SALARY RANGE:</td>
<td>$44k - $48k (Commensurate with Experience)</td>
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<td>POSITION TYPE:</td>
<td>Trust Fund</td>
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<td>APPOINTMENT TYPE:</td>
<td>Indefinite</td>
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<tr>
<td>SCHEDULE:</td>
<td>Full Time</td>
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<tr>
<td>DUTY LOCATION:</td>
<td>Washington, DC</td>
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Who may be considered for employment: All qualified applicants eligible to work in the United States. The Smithsonian provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for the application or hiring process please call 202-633-6409 (TTY).

The Smithsonian Institution is an Equal Opportunity Employer. We believe that a workforce comprising a variety of educational, cultural and experiential backgrounds support and enhance our daily work life and contribute to the richness of our exhibitions and programs. See Smithsonian EEO program information: [www.si.edu/oemma](http://www.si.edu/oemma)

**KEY REQUIREMENTS**

- Pass Pre-employment Background Check and Subsequent Background Investigation for a position classified as Low Risk
- Complete a 1 year Probationary Period
- Maintain a Bank Account for Direct Deposit/Electronic Transfer
- Males born after 12/31/59 must be registered with Selective Service.
- U.S. employment eligible without sponsorship
- You must be fully vaccinated for Coronavirus Disease 2019 (COVID-19) with a Food and Drug Administration (FDA) authorized or FDA-approved COVID-19 vaccine.

OR

- Have an approved Reasonable Accommodation granting an exemption from vaccine requirements. Please see additional information regarding reasonable accommodations below.

The Smithsonian Institution has a mandate requiring all employees (federal and trust), affiliated staff (including volunteers, interns, and fellows), and the contractors who work with us to be fully vaccinated against COVID-19 regardless of the employee’s duty location or work arrangement (e.g., onsite, telework, remote work, etc.), subject to such exceptions as required by law. If selected, you will be required to be vaccinated against COVID-19 and submit documentation of proof of vaccination by November 22, 2021 or before appointment or onboarding with the Smithsonian Institution, if after November 22. The Smithsonian Institution will provide additional information regarding what information or documentation will be needed and how you can request a legally required exemption from this requirement. This requirement applies to employees, affiliated staff, contractors who are working on-site, and those teleworking in whole or in part. Limited exemptions to the Smithsonian Institution’s COVID-19 vaccine mandate will be considered on a case-by-case basis for selected candidates who inform the Smithsonian that they cannot be vaccinated because of a disability, including certain medical conditions the Center for Disease Control (CDC) considers contraindications to the vaccine, or because of a sincerely held religious belief, practice, or observance. Additional information and instructions regarding Smithsonian’s COVID-19 mandate will be provided at the time of selection.
OVERVIEW
The Graphic designer is responsible for using creative skills to design, produce and procure, compelling signage, and promotional marketing materials in support of the Smithsonian Enterprises (SE) Retail Businesses (retail stores, theaters, concessions, as well as other areas within the retail portfolio). Works with and under the guidance of the Vice President, Museum Relations and the Director, Smithsonian Theaters.

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to, the following:

- Collaborate with Store Planning & Design, Visual Presentation, and Theater Team to develop creative content for SE retail group. Creative content includes print and digital signage, advertising, sales and marketing collateral, product packaging, website, and e-mail marketing.
- Provide input on concept and design of compelling print and digital advertising and other promotional sales, and marketing materials. This includes but is not limited to brochures, banner ads, table tents, posters, and signage.
- Ready design projects for print production using pre-flighting software.
- Propose design concepts for signage and other visual materials on a variety of projects. Assignments may include creation of store themed environments, special exhibits, new store locations, store front signs, dimensional elements, lighted signs, posters and tabletop signs, banners, vinyl, using a variety of substrates and printing techniques.
- Manipulate design in-house printing, vendor printing, and digital ads, to proper specification with assets sent from studios or from self-designed assets if materials are otherwise unavailable.
- Visit museums to meet with Visual Presentation, Operations, Merchandising, and Theaters staff to discuss areas where graphic design support is needed.
- Submit ads to publications and digital files to printer.
- Design, produce, procure, coordinate, and install all print and digital signage for new and existing retail businesses as needed. Working in accordance with budgetary allowances, delegated authority, and management approval. Selects and arranges all materials for purchase needed to complete smaller projects and IMAX theaters to correct specifications.
- Research and propose vendors, materials, and maintain inventory of graphic supplies and equipment.
- Solicits bids from vendors while negotiate pricing and manage the purchase process.
- Code invoices to proper accounts; resolve pricing or other purchase order variances.
- Confers on schedule development for produced work to meet schedule deadlines.
- Acquire key art and digital files from film studios.
- Utilize SI collections, exhibitions, and other resources for assets to be incorporate into signage.
- Maintain an image library of graphic files that can be used by web content authors, sales team, other designers and institution stakeholders.
- Finish, cut, package, and arrange delivery of materials produced in-house.
- Perform light proofreading and copy-editing.
- Incorporate provenance and other copy about merchandise, as it relates to exhibits.
- Prepare cost estimates and procures materials following all applicable Smithsonian policies.
- Maintain records of evaluation documents.
- Schedule progress meetings on larger projects with all involved parties to discuss necessary modifications and constraints imposed on the original design.
- Keep abreast of current design trends by reading related trade publications, on-line resources, and as budget allows, attending local trade shows.
- Develop and maintain inventory on existing signage including locations and schedule.
- Utilize FourWinds software to maintain the digital displays at the theaters.
- Provide content for the FourWinds software.
- Maintain SE Theaters webpages with current film listings and information.
- Assist Theater’s team in planning and executing special events.

* Projects may require work on site outside of regular business hours, including evenings and weekends.

Education, Qualifications, and Requirements:
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Bachelor's degree (BFA) from four-year College or university; and 3(+) years related experience and/or training; or equivalent combination of education and experience; Experience in retail design preferred
- Experience with web design, including digital advertising, e-mail layout, website design and HTML is preferred
- Must be detail-oriented and be able to manage multiple tasks in a deadline-driven environment, with demonstrated methods for tracking assets and schedules.
- Thorough knowledge of design principals and color theory.
- High level of experience working in Adobe Creative Suite, and experience working with all industry standard graphic design programs (e.g., Photoshop, Illustrator, InDesign, SketchUp, iMovie, standard social media platforms, industry standard programs for motion and digital graphics, etc.) and production techniques is required.
- Must have excellent oral and written skills, with a high level of productivity.
- Able to manage multiple projects simultaneously in a tight deadline-driven environment. Adapts quickly to changing priorities
- Experience in soliciting bids and specification writing.
- Track record of working within established budgets.
- Ability to work in an collaborative environment.

Applicants, who wish to qualify based on education completed outside the United States, must be deemed equivalent to higher education programs of U.S. Institutions by an organization that specializes in the interpretation of foreign educational credentials. This documentation is the responsibility of the applicant and should be included as part of your application package.

Any false statement in your application may result in your application being rejected and may also result in termination after employment begins.

**Smithsonian Enterprises** is a division of the Smithsonian Institution, the world’s largest museum and research organization. Established in 1846 with a bequest from English Scientist James Smithson, the Institution currently encompasses 19 museums and galleries, the National Zoo and 9 research centers. The Smithsonian has facilities in 7 states, the District of Columbia and the Republic of Panama supporting over 6,200 employees.

**Smithsonian Enterprises** encompasses Smithsonian and Air & Space magazines, Museum stores, Restaurants, IMAX theaters and the Smithsonian Catalog, Consumer products, Educational travel, e-commerce, and commercial media enterprises in book publishing and the Smithsonian TV Channel.

The Smithsonian Institution values and seeks a diverse workforce. Join us in "Inspiring Generations through Knowledge and Discovery."

Please forward a resume and cover letter with a link to work samples/portfolio to: SERetailJobs@si.edu
Please include the position title in the subject line.

Once the vacancy announcement closes, a review of your resume will be made compared to the qualifications and experience as it applies to this job. **What to expect next:** After a review of applicants is complete, qualified candidates résumé’s will be referred to the hiring manager. Only candidates selected for interview will be contacted.

Relocation expenses are not paid.

The Smithsonian offers a number of exceptional benefits to its employees who qualify. Benefit programs include: Health, Dental & Vision Insurance, Life Insurance, Transit/Commuter Benefits, Accidental Death and Dismemberment Insurance, Annual and Sick Leave, Family Friendly Leave, 403b Retirement Plan, Discounts for Smithsonian Memberships, Museum Stores and Restaurants, Credit Union, Smithsonian Early Enrichment Center (Child Care), Flexible Spending Account (Health & Dependent Care)

We ask that the attached Applicant Survey Form be completed by all candidates, except Smithsonian Institution employees, and returned with application materials. This form is for gathering statistical information and will not be included as part of the application.
YOUR PRIVACY IS PROTECTED

This information is used to determine if our equal employment opportunity efforts are reaching all segments of the population, consistent with Federal equal employment opportunity laws. Responses to these questions are voluntary. Your responses will not be shown to the panel rating the applications, to the official selecting an applicant for a position, or to anyone else who can affect your application. This form will not be placed in your Personnel file nor will it be provided to your supervisors in your employing office should you be hired. The aggregate information collected through this form will be kept private to the extent permitted by law. See the Privacy Act Statement below for more information.

Completion of this form is voluntary. No individual personnel selections are made based on this information. There will be no impact on your application if you choose not to answer any of these questions.

Thank you for helping us to provide better service.

1. How did you learn about this position? (Check One):
   □ Agency Internet Site recruitment
   □ Private Employment Web Site
   □ Other Internet Site
   □ Job Fair
   □ Newspaper or magazine
   □ Agency or other Federal government on campus
   □ School or college counselor or other official
   □ Friend or relative working for this agency
   □ Private Employment Office
   □ Agency Human Resources Department (bulletin board or other announcement)
   □ Federal, State, or Local Job Information Center
   □ Other

2. Sex (Check One):
   □ Male
   □ Female

3. Ethnicity (Check One):
   □ Hispanic or Latino - a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.
   □ Not Hispanic or Latino

4. Race (Check all that apply):
   □ American Indian or Alaska Native - a person having origins in any of the original peoples of North or South America (including Central America), and who maintains tribal affiliation or community attachment.
   □ Asian - a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent, including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, or Vietnam.
   □ Black or African American - a person having origins in any of the black racial groups of Africa.
   □ Native Hawaiian or Other Pacific Islander - a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific islands.
   □ White - a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
5. Disability/Serious Health Condition

The next questions address disability and serious health conditions. Your responses will ensure that our outreach and recruitment policies are reaching a wide range of individuals with physical or mental conditions. Consider your answers without the use of medication and aids (except eyeglasses) or the help of another person.

A. Do you have any of the following? Check boxes that apply to you:

- □ Deaf or serious difficulty hearing
- □ Blind or serious difficulty seeing even when wearing glasses
- □ Missing an arm, leg, hand, or foot
- □ Paralysis: Partial or complete paralysis (any cause)
- □ Significant Disfigurement: for example, severe disfigurements caused by burns, wounds, accidents, or congenital disorders
- □ Significant Mobility Impairment: for example, uses a wheelchair, scooter, walker or uses a leg brace to walk
- □ Significant Psychiatric Disorder: for example, bipolar disorder, schizophrenia, PTSD, or major depression
- □ Intellectual Disability (formerly described as mental retardation)
- □ Developmental Disability: for example, cerebral palsy or autism spectrum disorder
- □ Traumatic Brain Injury
- □ Dwarfism
- □ Epilepsy or other seizure disorder
- □ Other disability or serious health condition: for example, diabetes, cancer, cardiovascular disease, anxiety disorder, or HIV infection; a learning disability, a speech impairment, or a hearing impairment (if this applies to you, please go to Section A.1.)

If you did not select one of the options above, please indicate whether.

- □ None of the conditions listed above apply to me.
- □ I do not wish to answer questions regarding disability/health conditions.

A.1. Other Disability or Serious Health Condition (Optional)

You indicated that you have a disability or a serious health condition. If you are willing, please select any of the conditions listed below that apply to you. As explained above, your responses will not be shown to the panel rating the applications, to the selecting official, or to anyone else who can affect your application. All responses will remain private to the extent permitted by law. See the Privacy Act Statement below for more information.

Please check all that apply:

- □ I do not wish to specify any condition.
- □ Alcoholism
- □ Cancer
- □ Cardiovascular or heart disease
- □ Crohn’s disease, irritable bowel syndrome, or other gastrointestinal impairment
- □ Depression, anxiety disorder, or other psychological disorder
- □ Diabetes or other metabolic disease
- □ Difficulty seeing even when wearing glasses
- □ Hearing impairment
- □ History of drug addiction (but not currently using illegal drugs)
- □ HIV Infection/AIDS or other immune disorder
- □ Kidney dysfunction: for example, requires dialysis
- □ Learning disabilities or ADHD
- □ Liver disease: for example, hepatitis or cirrhosis
- □ Lupus, fibromyalgia, rheumatoid arthritis, or other autoimmune disorder
- □ Morbid obesity
- □ Nervous system disorder: for example, migraine headaches, Parkinson’s disease, or multiple sclerosis
☐ Non-paralytic orthopedic impairments: for example, chronic pain, stiffness, weakness in bones or joints, or some loss of ability to use parts of the body
☐ Orthopedic impairments or osteo-arthritis
☐ Pulmonary or respiratory impairment: for example, asthma, chronic bronchitis, or TB
☐ Sickle cell anemia, hemophilia, or other blood disease
☐ Speech impairment
☐ Spinal abnormalities: for example, spina bifida or scoliosis
☐ Thyroid dysfunction or other endocrine disorder
☐ Other. Please identify the disability/health condition, if willing:

PRIVACY ACT AND PAPERWORK REDUCTION ACT STATEMENTS

Privacy Act Statement: This Privacy Act Statement is provided pursuant to 5 U.S.C. 552a (commonly known as the Privacy Act of 1974). The authority for this form is 5 U.S.C. 7201, which provides that the Office of Personnel Management shall implement a minority recruitment program, by the Uniform Guidelines on Employee Selection Procedures, 29 C.F.R. Part 1607.4, which requires collection of demographic data to determine if a selection procedure has an unlawful disparate impact, and by Section 501 of the Rehabilitation Act of 1973, which requires federal agencies to prepare affirmative action plans for the hiring and advancement of people with disabilities. Data relating to an individual applicant are not provided to selecting officials. This form will be seen by Human Resource personnel in the Office of Personnel Management (who are not involved in considering an applicant for a particular job) and by Equal Employment Opportunity Commission officials who will receive aggregate, non-identifiable data from the Office of Personnel Management derived from this form.

Purpose and Routine Uses: The aggregate, non-identifiable information summarizing all applicants for a position will be used by the Office of Personnel Management and by the Equal Employment Opportunity Commission to determine if the executive branch of the Federal Government is effectively recruiting and selecting individuals from all segments of the population. Effects of Nondisclosure: Providing this information is voluntary. No individual personnel selections are made based on this information.

Paperwork Reduction Act Statement: The Paperwork Reduction Act of 1995 (44 U.S.C. 3501 et. seq,) requires us to inform you that this information is being collected for planning and assessing affirmative employment program initiatives. Response to this request is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. The estimated burden of completing this form is five (5) minutes per response, including the time for reviewing instructions. Direct comments regarding the burden estimate or any other aspect of this form to [INSERT: Agency name and address] and to the Office of Management Budget, Office of Information and Regulatory Affairs, Washington, DC 20503.