



Job Description

Job Title: Graphic Designer and Assistant Marketing Manager	Updated: September 2026
Department: Marketing	FLSA Status: Non-Exempt ☒ X ☐
Reports to: Director of Marketing and PR	Hiring Range: \$24.04 – \$31.73 per hour

JOB SUMMARY

The Graphic Designer and Assistant Marketing Manager helps build awareness of the Taubman Museum of Art and protects the integrity of its brand across print, digital, environmental, and social media channels.

The position creates accessible, audience-centered visual communications and supports the planning, execution, and measurement of integrated marketing campaigns. Working under the direction of the Director of Marketing and Public Relations, this role also helps manage the Museum's social media presence, produces multimedia content, coordinates production schedules and vendors, and supports Museum events.

Primary Relationships

- Reports to the Director of Marketing and Public Relations and collaborates closely with other members of the Marketing team.
- Works across departments, particularly with Executive Leadership, Exhibitions and Collections, Community Engagement and Visitor Services, Development, Museum Shop, and Facilities.
- Coordinates with artists, community partners, media representatives, photographers, printers, installers, agencies, and other vendors as assigned.

JOB DUTIES AND RESPONSIBILITIES

Brand and Graphic Design

- Apply and help maintain the Museum's visual identity and brand standards across all communications channels.
- Design and prepare digital and print advertisements, brochures, catalogues, annual reports, event PPTs, invitations, postcards, visitor guides, press materials, presentations, sponsor materials, illustrations, logos, web assets, email graphics, social media content, signage, and other collateral.

- Develop exhibition and gallery graphics and signage in collaboration with the Executive Director, Director of Exhibitions, Curator of the Permanent Collection, and Curatorial team, including title walls, didactics, labels, sponsor recognition, and wayfinding.
- Translate creative briefs and program information into audience-centered visual concepts; present drafts, incorporate feedback, and manage revisions efficiently in a fast paced, highly collaborative environment
- Prepare accurate, production-ready files and conduct thorough proofreading and quality-control reviews before publication, fabrication, or printing.
- Coordinate with printers, fabricators, installers, photographers, and other vendors to ensure quality, accuracy, accessibility, cost effectiveness, and on-time delivery.

Social Media and Digital Content

- Along with the Videographer and Assistant Marketing Manager, help manage the Museum's social media channels and day-to-day publishing under the direction of the Director of Marketing and Public Relations.
- Contribute to an editorial calendar aligned with exhibitions, programs, fundraising priorities, visitor needs, community interests, and institutional goals.
- Create, adapt, schedule, and publish platform-appropriate posts, stories, short-form video, and other content while maintaining a consistent Museum voice and visual identity.
- Monitor comments, messages, mentions, and relevant conversations; respond or route inquiries promptly and escalate sensitive, reputational, safety, or crisis-related issues according to Museum guidance.
- Use social media management and analytics tools to track reach, engagement, audience growth, referral traffic, conversions, and campaign performance; prepare concise reports and recommend practical improvements.
- Support organic and paid digital campaigns, including audience targeting, creative variations, link tracking, testing, and optimization as assigned.
- Stay informed about platform changes, audience behaviors, cultural conversations, and emerging formats, and recommend opportunities appropriate to the Museum's mission and resources.
- Follow approved practices for account access, password security, permissions, comment moderation, records retention, and response to impersonation, phishing, and other platform risks.

Digital Marketing and Multimedia

- Support integrated marketing campaigns across the Museum's website, email, social media, digital advertising, print, public relations, and on-site communications.
- Assist with website content and design using the Museum's content management system, including page updates, image preparation, links, basic search optimization, and quality assurance.
- Photograph, film, and edit content that tells compelling visual stories about the Museum, its collection, exhibitions, programs, people, and community impact.
- Create and maintain 3D virtual tours of exhibitions using Matterport or successor technologies as assigned.
- Organize and maintain shared creative files and digital assets using consistent file names, metadata, version control, rights information, artist credits, and archival practices.

Accessibility and Inclusive Communication

- Create communications that are welcoming and usable by diverse audiences and represent the Museum and its communities thoughtfully.
- Apply current digital and design accessibility practices, including readable typography, sufficient color contrast, logical hierarchy, descriptive link text, alternative text, captions, transcripts, accessible documents, and avoidance of text embedded in images when practical.
- Collaborate with colleagues to improve accessibility and usability across print, web, social, video, gallery graphics, and other visitor-facing materials.

Marketing Operations and Events

- Help maintain the Marketing Department's content calendar, creative request process, project files, and production schedule; communicate deadlines, dependencies, and status to stakeholders.
- Assist with campaign planning, audience research, budget tracking, vendor coordination, and post-campaign evaluation.
- Support Museum events on site and off site, including major donor, member, exhibition, and community events, and attend as assigned to capture content and facilitate success.
- Complete routine administrative tasks that support the efficient operation of the Marketing Department.
- Participate in staff meetings, planning sessions, training, and professional development as appropriate.
- Maintain regular on-site attendance and perform other duties as assigned.

KNOWLEDGE SKILLS AND ABILITIES

- Demonstrated ability in graphic design and visual communication across print, digital, social media, and environmental applications.
- Strong command of typography, color, composition, image selection, and production standards, supported by a professional portfolio.
- Working knowledge of social media content planning, publishing, community engagement, analytics, and platform-specific creative practices.
- Ability to write and edit concise, accurate, engaging copy in a consistent organizational voice.
- Proficiency with Adobe Creative Cloud, Microsoft 365 or Google Workspace, and social media publishing and analytics tools; experience with content management systems, email marketing platforms, digital asset management, photography, and video editing is strongly preferred.
- Understanding of accessibility, copyright, licensing, image rights, artist credits, privacy, and ethical content practices relevant to museums and cultural organizations.
- Ability to learn, assess, and responsibly apply new technologies and workflows as platforms and audience expectations evolve.
- Strong creative judgment, analytical thinking, organization, problem solving, and attention to detail.

- Ability to manage multiple projects and shifting priorities, meet deadlines, and produce accurate work in a fast-paced, collaborative environment.
- Ability to receive and apply feedback, work independently, and contribute effectively within shared-leadership and cross-functional teams.
- Professional judgment and interpersonal skills when working with a wide range of colleagues, partners, vendors, artists, and community members.

TRAINING EDUCATION AND EXPERIENCE

- Bachelor's degree in graphic design, marketing, communications, advertising, or a related field, or an equivalent combination of education, training, and relevant experience.
- 5+ years of relevant professional experience in graphic design, marketing, communications, advertising, or a related field, strongly preferred.
- Experience in a museum, arts and culture organization, nonprofit, or visitor-serving organization is preferred.
- Professional portfolio demonstrating strong design thinking, brand consistency, production knowledge, and work across print and digital formats.
- Experience creating content for major social media platforms and using analytics to evaluate and improve performance.
- Photography and video capture and editing experience using a range of cameras and mobile devices a plus.
- Excellent oral and written communication skills.

SPECIAL REQUIREMENTS

Must be available to work flexible hours, including some nights and weekends, as needed. Occasional remote work may be permitted with supervisor approval.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

Work may require sitting or standing for extended periods; walking through Museum and event spaces; using a computer, camera, and other production equipment; reaching, bending, kneeling, or climbing occasionally; and lifting or moving materials weighing up to 40 pounds. The employee must be able to review detailed visual work at close range and at a distance and work in environments ranging from a typical office to moderately loud public events.