

BUFFALO SOCIETY OF NATURAL SCIENCES POSITION DESCRIPTION

Brand Identity Specialist

We inspire joyful exploration of science and nature through, engaging experiences, unique resources, and exceptional staff.

Department: Dual Reporting: Exhibits and External Relations

Position Title: Brand Identity Specialist

Primary Reporting Responsibility: Director of Exhibits and Director of External Relations

Status: Full time / Non-Exempt

Position Overview: At the Buffalo Society of Natural Sciences, we believe that science creates opportunities and shapes our world. We take pride in providing an environment that inspires curiosity, self-directed learning, and fun for our guests of all ages. We know that when you mix GREAT SERVICE with GREAT PEOPLE, the result is LASTING MEMORIES for our guests.

Summary of Position: The Brand Identity Specialist will have primary responsibility for ensuring that all visual products and representations of, by, and for the Buffalo Museum of Science (BMS) and Tiff Nature Preserve (Tiff) are consistent and appropriate in construction and quality. This position will provide leadership in the strategy, art direction, design and production of all printed and digital graphics, signage, and collateral for the BMS and Tiff. In providing support and expertise across the organization, the Brand Identity Specialist will dually report to the Director of Exhibits and the Director of External Relations.

Essential Functions:

- Oversee, manage, maintain, and evolve the BMS and Tiff's visual brand identities across all departments of the organization.
- Provide art direction on all pieces of visual collateral to ensure they are consistent with the BMS and Tiff's visual identities.
- Collaborate with External Relations, Exhibits, Collections, and Development departments, creating all signage and graphics, including:
 - BMS and Tiff advertisements (print and digital)
 - Promotional collateral
 - Exhibit graphics, labels, and wraps
 - Wayfinding and signage systems.
 - BMS and Tiff website and social graphics
 - Direct mail and monthly newsletter design
 - Email newsletter graphics
 - Capital campaign, annual fund, and annual report design
 - Special event invitations and on-site signage
 - Presentations and graphics for Board development and philanthropy
 - Annual educators guide and group sales promotional collateral
 - Event itineraries, programs, and supporting signage
 - Miscellaneous design needs
- Maintain the Buffalo Museum of Science and Tiff Nature Preserve master brand style guides.
- Develop or evolve style guides for existing or new Audience Engagement Program or special events.
- Install signage and graphics throughout the Museum and Tiff.
- Other tasks as assigned.

Education, Experience, Skills, and Qualities Required:

- Minimum of a bachelor's degree, a degree in design preferred.
- Strong graphic design and production, including printing, mounting, and installation.
- Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint), Adobe Creative Suite (Photoshop, Illustrator, Acrobat, InDesign, Flash).
- Ability to multi-task effectively and juggle multiple requests at one time.
- Very strong organizational and problem-solving skills.
- Ability to work safely and efficiently in high stress situations.
- Video editing and production skills preferred.
- Team player with sense of curiosity and a belief in the potential of knowledge and understanding of science to improve quality of life.

Physical Demands:

- Working at a computer for extended periods of time.
- Listening and speaking on the phone frequently.
- Lifting and moving signage and exhibit elements.
- Use of ladders to install graphics
- Walking often within the Museum.

The Society's culture is one of collaboration, collegiality, and teamwork. The Brand Identity Specialist must have a desire to work in a mission-first and audience-centered culture following the Society's core values of service, curiosity, collaboration, integrity, and inclusivity. The Brand Identity Specialist must intend to produce products and experiences of exceptionally high quality and to enjoy work and colleagues.

The information provided in this description has been designed to indicate the general nature and level of work performed by incumbents in this position. This job description is not intended to be interpreted as a comprehensive inventory of all duties, responsibilities, qualifications, and work conditions of employees assigned to this job. Management has sole discretion to add or modify the duties of this position and designate other functions as essential at any point in time.

The salary range for this position is \$40,000-45,000 along with a competitive benefits package.

Please send cover letter and resume via email to Resumes@GoldhawkHR.com

Equal Opportunity Employer: At the Buffalo Society of Natural Sciences, we believe that to achieve the greatest potential in opportunity, innovation, and discovery, as well as to reach the highest level of effectiveness and well-informed decision making, diversity of experience and viewpoints is paramount. Further, as a mission-first organization that seeks to be a welcoming and welcomed resource for all in our community, the Society strives to reflect the great diversity of those living in western New York. We encourage applications from individuals of all backgrounds and life experience. The Buffalo Society of Natural Sciences is an Equal Opportunity Employer and does not discriminate based on race, color, religion, sex, national origin, age, disability, or genetic information.