



GRAPHIC AND DIGITAL DESIGNER

The Lehigh Valley Planning Commission (LVPC) and Lehigh Valley Transportation Study (LVTS) are hiring a Graphic and Digital Designer. This role advances the mission of the Lehigh Valley Planning Commission (LVPC) and Lehigh Valley Transportation Study (LVTS) by transforming data, planning policy, regional priorities, and community-driven initiatives into clear, visually engaging, and accessible communication products. The role supports LVPC by elevating the organization's brand identity, strengthening partnerships, ensuring consistent messaging, and improving user experience across all platforms. This position plays a core role in making LVPC's work more understandable and actionable for the region's residents, municipal partners, community organizations, and agencies—helping LVPC strengthen trust, expand its reach, and improve communication across diverse audiences.

DUTIES + RESPONSIBILITIES

- Create designs, concepts, and layouts rooted in strong aesthetic and layout principles, reinforcing LVPC's brand clarity and visual consistency.
- Design and produce visually engaging content for publications, exhibits, displays, promotional materials, and all digital platforms—including LVPC's website, social media channels, and video content.
- Pair major reports, plans, and data sets with accessible companion materials such as infographics, summaries, dashboards, maps, and videos.
- Work with the Creative Manager to coordinate, manage, and produce all LVPC/LVTS publications to maintain design aesthetics alignment with LVPC established brand identity.
- Maintain content and design of the LVPC's website.
- Prepare materials and instructions for printing.
- Create and publish graphics, video, and animations.
- Support social media content development, including capturing and editing photography and video.
- Develop visuals that improve understanding of LVPC's planning and policy work.
- Work with staff and partners to refine design needs, produce graphics, and illustrations.
- Collaborate closely with internal stakeholders, such as Geographic Information Systems Planner and Economist, on static and interactive mapping and chart design.
- Support LVPC's regional planning communication goals with clear visuals for complex topics.
- Support outreach, training, and coordination across municipalities.
- Provide materials for grants and funding initiatives.
- Maintain an archive of all design assets.

MINIMUM JOB REQUIREMENTS

- Bachelor's degree in Design, Graphic Arts, Visual Communications, or a related field required.
- Demonstrated creativity and desire to contribute to the Lehigh Valley community.
- Experience and/or education in graphic design, web design and management, video production, publications, and/or visual communications.
- Ability to work in and contribute to a team structure.
- Ability to work with diverse groups.
- Flexibility to participate in some early morning, evening, and weekend meetings.
- Valid driver's license required.

- Eligibility to work in the United States of America.

KNOWLEDGE, SKILLS AND ABILITIES

- Information Technology literacy in standard industry platforms and utilizing standard industry equipment including:
 - Adobe Creative Cloud: Photoshop, Illustrator, and InDesign are essential
 - Web design software and/or coding platform are essential
 - Microsoft Teams, Office; Word, PowerPoint and Excel.
 - Social media literacy a must and including: Facebook/Meta, Twitter, Instagram, YouTube and LinkedIn.
 - Any Other visual design and/or publications software should be noted in application materials.
- Proficiency with media capture & editing: video capture, taking photographs, editing and posting.
- Proficiency with web design and website management.
- Basic understanding of Geographic Information Systems capabilities and limitations.
- App development and smart device interoperability a plus but not required.
- Strong verbal and written communication skills.
- Refined organizational skills, including time-management and project management abilities.

SALARY RANGE

- Grade 8 - \$61,239 - \$88,797
- Medical, Dental, Vision Plans, including Health Reimbursement Account (HRA)
- Comprehensive Paid Time Off (Vacation, Personal, Sick)
- Flexible work schedules
- 11 Observed Holidays + Floating Holiday
- Pension plan (Vested after 3 years)
- 457B Retirement Plan (optional)
- Aflac Products (optional)
- Life Insurance, AD&D
- Training and Professional Membership support

LEHIGH VALLEY PLANNING COMMISSION, TRANSPORTATION + REGION

The Lehigh Valley Planning Commission is a government entity and the official planning commission for Pennsylvania's Lehigh and Northampton Counties. Under the umbrella of the LVPC, the Lehigh Valley Transportation Study (LVTS) serves as the federally designated Metropolitan Planning Organization, or transportation and infrastructure planning agency for the region, as well. The LVPC and LVTS balances the overall needs of the Lehigh Valley's communities from land use to transportation and parks and open space to housing needs to support a strong and growing community.

HOW TO APPLY

Only e-mail submissions to jobs@lvpc.org will be accepted and must include:

- a. Current resume detailing your education and experience
- b. Letter of interest describing how you meet the qualifications for this position and why you would like to be considered
- c. Minimum of three (3) references with names, address, telephone number, e-mail and relationship information for each person

- d. Include attachments and/or a link to your design portfolio/examples of your design work. Position finalists may be required to complete an on-site urban design exercise utilizing Adobe Creative Cloud.

Position open until filled. Review of applications and interviews will begin immediately.

TEAM COMMITMENT

The Lehigh Valley Planning Commission is committed to creating a diverse environment and is proud to be an equal opportunity employer. The LVPC provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation or identity, national origin, age, disability or genetics. In addition to federal law requirements, the Lehigh Valley Planning Commission complies with applicable state and local laws governing nondiscrimination in employment. This policy applies to all terms and conditions of employment.

Persons with a disability who need assistance with their application or that need this announcement in an alternative format may call (610) 264-4544.

FURTHER INFORMATION

In Compliance with the Immigration Reform and Control Act of 1986, applicants hired by LVPC must show acceptable proof of identity and evidence of authorization to work in the United States.

Visit www.lvpc.org for more information on the Lehigh Valley Planning Commission, our work program, products and services.