

GayDays® Graphic Artist / Visual Communications Designer

Department: Marketing / Creative Services

Reports To: GayDays® Executive Producer / Owner

Works Closely With: Social Media Manager, Entertainment Creative Director, Sponsorship & Expo Team, VIP Events Producer, Pageant Producers, Reservation & Ticketing Specialist & GayDays® Management

Event: GayDays® Orlando

Position Overview

The **GayDays® Graphic Artist / Visual Communications Designer** is responsible for creating and maintaining the visual identity of GayDays® across digital, print, promotional, sponsorship, advertising, and onsite event materials.

This position creates everything from social media graphics and event posters to signage, sponsor materials, the official GayDays® Magazine, advertisements, Expo packets, sponsorship presentations, event schedules, and onsite guest information.

The Graphic Artist should be able to take basic information or a creative concept and transform it into a **professional, exciting, easy-to-understand visual product that looks and feels like GayDays®**.

This position requires both creativity and organization. GayDays® produces a large amount of content throughout the year, often with multiple events being promoted simultaneously. The Graphic Artist must maintain consistent branding while giving individual events their own personality.

GayDays® Brand Management

The Graphic Artist serves as a guardian of the GayDays® visual brand.

Responsibilities include:

- Maintain consistent use of GayDays® logos.
- Maintain approved colors, fonts, graphic styles, and visual elements.
- Create and maintain GayDays® brand standards.
- Maintain approved versions of GayDays® logos and related event logos.
- Ensure GayDays® branding is consistent across print and digital materials.
- Protect the quality and integrity of the GayDays® logo.

- Develop templates that allow recurring materials to maintain a consistent appearance.
- Help modernize and evolve the GayDays® visual identity while respecting the history and recognition of the brand.

Social Media & Online Content

The Graphic Artist will work closely with the **Social Media Manager** to create visual content for GayDays® social platforms.

This may include:

- Facebook graphics
- Instagram posts and Stories
- X graphics
- Bluesky graphics
- Social media banners
- Event announcements
- Talent announcements
- Countdown graphics
- Reservation promotions
- Ticket promotions
- Contest graphics
- Sponsor recognition
- Hotel promotions
- Pageant promotions
- Event schedules
- Live-event graphics
- Digital advertisements

Graphics should be appropriately sized and formatted for the platform where they will be used.

Event Posters & Promotional Materials

The Graphic Artist will create promotional materials for individual GayDays® events and experiences.

Examples may include:

- Pool parties
- Theme parties
- Drag shows
- Bingo
- Karaoke
- Game shows
- Pageants and competitions
- Comedy shows
- VIP experiences
- After-dark events
- Expo
- Brunch
- Special promotions
- Hotel campaigns
- Ticketed events

Each event should have enough individual personality to attract attention while still clearly belonging to the GayDays® brand.

GayDays® Magazine

The Graphic Artist is responsible for the **design, layout, and production of the official GayDays® Magazine or Event Guide.**

Responsibilities include:

- Establish the magazine's overall visual style.
- Create page layouts.

- Design the cover.
- Format articles and editorial content.
- Place advertisements.
- Create event schedule pages.
- Create maps and informational pages when required.
- Incorporate sponsor recognition.
- Create talent and event features.
- Coordinate photographs and graphics.
- Ensure advertiser materials meet specifications.
- Review the magazine for visual consistency.
- Prepare the completed publication for professional printing and/or digital distribution.

The Graphic Artist should coordinate deadlines with GayDays® management so adequate time is available for proofreading, advertiser approvals, revisions, and printing.

Magazine Advertising

The Graphic Artist will create GayDays® advertisements for placement in outside magazines, event guides, websites, programs, and other approved publications.

Responsibilities include:

- Obtain publication specifications and deadlines.
- Design advertisements to the required dimensions.
- Create appropriate calls to action.
- Include approved reservation, ticketing, website, and event information.
- Supply print-ready or digital-ready files.
- Maintain records of final advertisement versions.
- Ensure advertisements are delivered before publication deadlines.

Sponsorship Materials

The Graphic Artist will create professional materials used to secure and support GayDays® sponsors.

This may include:

- **GayDays® Sponsorship Packet**
- Sponsorship presentations
- Sponsor benefit sheets
- Rate sheets
- Sponsor proposals
- Digital sponsorship materials
- Sponsor recognition graphics
- Sponsor signage
- Social media sponsor graphics
- Event sponsor slides
- Sponsor logo walls
- Sponsor thank-you materials

Sponsorship materials should present GayDays® as a **professional, established, valuable marketing opportunity**.

Expo Materials

The Graphic Artist will design and maintain the **GayDays® Expo Vendor Packet** and related materials.

This may include:

- Expo information packet
- Vendor applications
- Pricing sheets
- Floor-plan graphics
- Exhibitor information
- Vendor badges

- Booth signage
- Directional signs
- Sponsor signage
- Expo schedules
- Vendor promotional graphics

The goal is to make the Expo materials easy to understand while maintaining a polished GayDays® appearance.

Onsite Event Signage

The Graphic Artist is responsible for designing signage needed throughout GayDays® Weekend.

Signage may include:

- Registration
- Guest Check-In
- VIP Check-In
- Event entrances
- Ticket information
- VIP seating
- Reserved seating
- Expo
- Ambassador Lounge
- Dressing rooms
- Backstage
- Staff Only
- Directional signage
- Event schedules
- Pool information
- Rules and policies

- Sponsor recognition
- QR-code signs
- Restaurant or food information
- Safety notices
- Accessibility information
- Hotel maps
- Photo areas
- Meet-and-greet locations

Signs should be readable from the expected viewing distance and prioritize **clarity over unnecessary decoration**.

Event Schedules & Guest Information

The Graphic Artist will create guest-facing versions of GayDays® schedules and important event information.

These may include:

- Weekend schedules
- Daily schedules
- Pool schedules
- Entertainment schedules
- Event-location guides
- Hotel maps
- Quick-reference cards
- Digital schedule graphics
- Printed handouts
- QR-code information pieces

The Graphic Artist should verify all dates, times, locations, and event names with the appropriate GayDays® team member before final production.

Pageant & Competition Materials

The Graphic Artist will support the **Miss GayDays® and Mr. GayDays® Leather programs** with visual materials when required.

These may include:

- Contestant recruitment graphics
- Contestant announcement graphics
- Judge announcements
- Competition posters
- Sponsor recognition
- Program materials
- Scoring materials
- Winner graphics
- Sash or award artwork
- Social media graphics
- Titleholder promotional materials

Talent & Entertainment Graphics

The Graphic Artist will work with the Entertainment Creative Director and production team to create promotional content for GayDays® talent.

This may include:

- Talent announcements
- Performer spotlights
- Host announcements
- Event posters
- Digital screens
- Stage graphics
- Presentation slides
- Winner announcements
- On-screen sponsor recognition

Talent photographs and names should be carefully reviewed before publication.

Hotel & Reservation Marketing

The Graphic Artist will support campaigns designed to **fill the GayDays® host hotel and sell event tickets.**

This may include:

- Hotel reservation advertisements
- Room promotion graphics
- Rate promotions
- Payment-plan graphics
- Room-category graphics
- Urgency campaigns
- "Book Now" graphics
- Ticket-sale graphics
- VIP promotions
- Package promotions
- QR-code reservation graphics

Design should support the business objective of turning attention into reservations and ticket sales.

Promotional Merchandise & Materials

The Graphic Artist may create artwork for GayDays® promotional items including:

- T-shirts
- Tank tops
- Lanyards
- Wristbands
- Badges
- Towels
- Bags

- Stickers
- Buttons
- Cups
- Promotional giveaways
- Staff apparel
- Ambassador materials
- VIP merchandise

Artwork should be created according to vendor production specifications.

Print Production

The Graphic Artist should understand professional print-production requirements.

Responsibilities include:

- Create print-ready files.
- Understand bleed, trim, margins, and resolution.
- Prepare appropriate color formats.
- Review printer proofs.
- Confirm dimensions.
- Communicate with approved printers and vendors when necessary.
- Correct production issues.
- Maintain final production files.
- Ensure materials are ordered early enough to arrive before required deadlines.

Digital Asset & File Management

Because GayDays® creates a large volume of artwork, the Graphic Artist is responsible for maintaining an organized digital asset library.

Files should be organized by:

- Year
- Event

- Campaign
- Sponsor
- Talent
- Publication
- Print materials
- Social media
- Logos
- Photography

Whenever practical, GayDays® should retain both the **editable source file and final exported versions** of major creative assets.

Files should be named clearly enough that another team member can identify the correct and most current version.

Templates

The Graphic Artist should develop reusable templates for frequently requested materials.

Examples include:

- Event posters
- Talent announcements
- Social media posts
- Contestant announcements
- Sponsor recognition
- Hotel promotions
- Schedule graphics
- Winner announcements
- Event signage

Templates help GayDays® produce new content quickly while maintaining consistent branding.

Deadlines & Project Management

The Graphic Artist will often manage several projects simultaneously.

The Artist is expected to:

- Maintain a list of active creative projects.
- Prioritize projects based on deadlines.
- Request missing information early.
- Communicate realistic turnaround times.
- Alert management when deadlines are at risk.
- Build adequate time into major projects for revisions and approvals.
- Maintain final approved versions.

Large projects such as the GayDays® Magazine, Sponsorship Packet, Expo Packet, and major print orders should have established production timelines.

Proofreading & Quality Control

Before materials are published or printed, the Graphic Artist should review them for:

- Correct spelling
- Event names
- Dates
- Times
- Locations
- Prices
- Website information
- QR codes
- Sponsor names
- Talent names
- Logo placement
- Image quality
- Readability

- Print specifications

Whenever practical, major printed materials should also be reviewed by another designated GayDays® team member before final production.

Photography & Image Standards

The Graphic Artist should use high-quality, appropriate images that represent GayDays® positively.

The Artist should:

- Avoid unnecessarily low-resolution images.
- Maintain organized talent photography.
- Follow approved image-use permissions.
- Avoid unauthorized copyrighted imagery.
- Properly crop and optimize photographs.
- Maintain appropriate representation of the GayDays® community.
- Coordinate with photographers or content teams when additional imagery is needed.

Sponsor Logo Management

The Graphic Artist should maintain an organized library of current sponsor logos.

Responsibilities include:

- Request high-resolution or vector logos.
- Confirm correct sponsor branding.
- Use logos according to sponsor guidelines when provided.
- Maintain appropriate sponsor placement based on sponsorship level.
- Remove expired sponsor branding from future materials when required.
- Ensure promised sponsor recognition is properly delivered.

Working With the Social Media Manager

The Graphic Artist and **Social Media Manager** should maintain a close working relationship.

The Social Media Manager should provide campaign objectives, copy, dates, and required formats whenever possible.

The Graphic Artist should transform that information into professional branded visual content.

Both positions should maintain a shared planning process so the majority of graphics can be created **in advance rather than as last-minute requests**.

Creative Collaboration

The Graphic Artist will collaborate with GayDays® leadership and other department heads while also bringing their own creative ideas to the organization.

The Artist is encouraged to:

- Suggest new visual concepts.
- Recommend campaign themes.
- Identify branding improvements.
- Develop creative ways to promote slower-selling events.
- Suggest better ways to present information.
- Help GayDays® stay visually current.
- Bring inspiration from entertainment, nightlife, travel, Pride, festivals, hospitality, and LGBTQ+ culture.

Copyright, Licensing & Intellectual Property

The Graphic Artist must protect GayDays® from unnecessary copyright or licensing concerns.

The Artist should:

- Use properly licensed fonts, images, illustrations, and design assets.
- Maintain documentation when necessary.
- Avoid unauthorized use of third-party logos or artwork.
- Follow usage restrictions for talent photography.
- Ensure commissioned GayDays® artwork is stored in the organization's designated files.

- Provide GayDays® with final approved files and editable working files for organizational continuity.

Event-Week Responsibilities

During GayDays® Weekend, the Graphic Artist may be asked to provide rapid creative support.

This may include:

- Schedule changes
- Updated signage
- Event announcements
- Sold-out notices
- Location changes
- Social media graphics
- Winner announcements
- Sponsor graphics
- Digital-screen content
- Emergency informational signage

The Graphic Artist should maintain access to necessary files during event week so reasonable changes can be completed quickly.

Professional Conduct & Attitude

The Graphic Artist represents GayDays® and is expected to maintain a **creative, collaborative, positive, and professional attitude**.

The Artist should:

- Accept constructive feedback professionally.
- Be willing to revise designs when necessary.
- Communicate concerns respectfully.
- Maintain confidentiality regarding unannounced talent, events, sponsors, and promotions.

- Avoid publishing unapproved GayDays® materials.
- Support the overall GayDays® brand.
- Respect deadlines.
- Work collaboratively with other department leaders.
- Remain flexible when live-event needs change.

Qualifications & Expectations

The ideal Graphic Artist should demonstrate:

- Professional graphic-design experience.
- Strong portfolio of digital and print work.
- Experience designing social media content.
- Strong typography and layout skills.
- Experience creating posters and advertisements.
- Experience preparing professional print files.
- Ability to design multi-page publications.
- Ability to manage multiple projects simultaneously.
- Understanding of branding and visual identity.
- Strong attention to detail.
- Ability to work independently.
- Ability to accept creative direction while contributing original ideas.
- Experience with professional graphic-design software.
- Understanding of image resolution, file formats, print specifications, and digital optimization.
- Strong organizational and file-management skills.

Experience designing for **festivals, entertainment, nightlife, Pride events, LGBTQ+ organizations, hospitality, hotels, conventions, or large-scale events** is strongly preferred.

Experience with **Adobe Photoshop, Illustrator, InDesign, Canva, or comparable professional design platforms** is highly desirable.

Standard of Success

A successful GayDays® Graphic Artist creates a visual identity that makes people **stop scrolling, look twice, understand the message, and want to attend**.

Someone should be able to see a GayDays® poster, social post, advertisement, sign, magazine page, or promotional piece and recognize that it belongs to GayDays® before they even finish reading it.

The GayDays® Magazine should look professional enough for advertisers to be proud to appear in it. Sponsorship materials should make companies want to partner with GayDays®. Expo materials should make vendors want to participate. Event posters should make guests want tickets. Hotel promotions should make people want to reserve a room.

The Graphic Artist's work should help turn the personality of GayDays® into a recognizable visual brand that is **fun, bold, professional, welcoming, memorable, and unmistakably GayDays®**.