

*An Equal Opportunity Employer Committed to a Diverse Workforce*

## **JOB DESCRIPTION**

**Job Title:** Graphic Designer  
**Department:** Marketing  
**Reports To:** Director, Marketing  
**Classification:** Professional Union

We are looking for an innovative self-starter Graphic Designer who is able to work independently as well in a team environment.

- Create innovative, integrated design that support fundraising efforts and our programs that help low-income working families move forward such as 211, Earn It! Keep It! Save It! and SparkPoint
- Set art direction for all campaigns and brands that produce effective, engaging print and online materials
  - Typical deliverables are print collateral, reports, (e-)newsletters, event and environmental signage, direct mail, event identities, web art and logos
- Ensure alignment with national brand guidelines, while developing and moving forward local sub-brands guidelines such as 211, Earn It! Keep It! Save It! and SparkPoint
- Manage print production process including working with print vendors and freelance designers
- Work closely with the Web Manager to develop integrated online and offline design solutions
- Passionate about United Way's mission to move working families struggling to make ends meet out of poverty
- Work with marketing team to leverage new avenues and ideas for building deeper relationships with stakeholders using 1:1 marketing and social media

### **Requirements:**

- 4-year college degree in graphic design (or equivalent in work experience)
- Three to five years experience in graphic design/art direction (e.g., design studio, agency, corporate/nonprofit design group)
- Experience in creating the look and feel of effective integrated marketing/advertising campaigns
- Methodical in creating master templates and working within corporate guidelines.
- Ability to interact and communicate clearly and confidently with internal clients to determine their visual communication needs, present ideas, and take a project from start to finish.
- Innovative conceptual thinker
- Strong typography skills and knowledge of contemporary design.
- Must be extremely detail-oriented, organized and able to thrive in a deadline-driven environment.
- Imaginative and resourceful in working within constrained budgets.
- Print and prepress production experience is mandatory.
- High level of time- and project-management skills.
- Art direction or design management experience, a plus.
- 

**Salary:** Up to \$60,000

### **Computer Skills:**

Expert fluency in Adobe Creative Suite including InDesign, PhotoShop and Illustrator  
Knowledge of HTML, Fireworks, Flash, Dreamweaver and CMS (e.g., WordPress, Joomla), a plus.  
Experience editing audio and video, a plus.

**To apply:** Email resume, cover letter and URL to online portfolio to [careers@uwba.org](mailto:careers@uwba.org). Portfolio must be included to be considered.