

We bring people and resources together
to solve problems too big for any of us to solve alone.



UNITED WAY OF SOUTH HAMPTON ROADS
Graphic Designer

Title:	Graphic Designer
Department:	Marketing
Report To:	Marketing Manager
Date Created:	August 2019

Why Work for United Way:

Do you want to leave work every day knowing that you made an impact? At United Way of South Hampton Roads, you'll work in a fun and supportive environment where every day is a new opportunity to make a difference. If you talk to our employees, the single trait we all have in common is passion. We love what we do, and we do it with conviction and purpose because we know how much our community needs us. You'll learn from some of the best in the business and be constantly challenged in an ever-changing industry. Plus, we offer excellent benefits, opportunities for advancement and a great work-life balance. If you want to be great while doing good, join the United Way team.

If you are motivated, hard-working and passionate, United Way may be the perfect place for you. Successful candidates will have graphic design experience and a positive, problem-solving attitude that doesn't crack under pressure. You must be able to communicate effectively with your team, manage details with ease and act as the keeper of the organization's visual brand.

Objectives & Expectations:

The Graphic Designer is responsible for the management and creative execution of the organization's visual brand. We're looking for someone with experience in both print and electronic media who can take written or verbal direction and convert them seamlessly into images, layouts and other designs. The successful candidate should have an intimate understanding of how marketing campaigns work and be prepared to hit the ground running. This position will work closely with the Marketing Manager and internal teams to create designs that align with the overall brand, communicate key messages and tell a cohesive brand story. The primary purpose of this position is to create, coordinate and manage the design and production of all marketing materials for United Way of South Hampton Roads.

Core Job Responsibilities:

- Work simultaneously on multiple projects and expertly manage multiple deadlines
- See both the minute design details and the bigger brand picture
- Create visual aspects of marketing materials, websites and other media, including infographics
- Review designs for errors before printing or publishing them
- Manage relationships with vendors to request bids, select vendors and execute production
- Keep the director of PR & marketing apprised of workflow
- Work with directors of other departments to understand their creative needs and execute a design that fills those needs while maintaining brand alignment
- Consult with clients' marketing and development teams to create cohesive designs that reflect our corporate culture and goals
- Possess a fierce creativity and passion for developing and testing new ideas, techniques and styles
- Identify and attend industry-related professional development opportunities to continually improve skills
- Ensure all work produced is aligned with brand standards and supports the brand story

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Key Skills Requirements:

- Bachelor's Degree in fine art design, marketing or related discipline (preferred)
- A minimum of 2 years in professional commercial design
- Extensive experience with Illustrator, Photoshop and InDesign, specifically with mockups, web design and multimedia presentation
- Knowledge of various printing techniques, paper styles, color formats, etc. to best manage vendor production of materials
- Must be organized and task oriented to ensure deadlines are met
- Analytical and creative problem-solving skills
- Adaptive and highly creative design eye and skill
- Self-starter with the ability to work with minimum supervision
- Ability to present work and explain design choices
- Excellent communication skills
- High level of professionalism
- Ability to absorb and apply constructive criticism from peers and supervisors
- Demonstrate ability to work cross functionally as part of a team to accomplish individual and mutually defined goals within specified timeframes
- Experience working with WordPress templates
- Working knowledge of CSS3, HTML5 and JavaScript a plus

Interested? Please send your resume to humanresources@unitedwayshr.org. We will continue accepting applications until the position is filled.