

**Job Title:** Visual Designer  
**Reports To:** Associate Vice President  
**FLSA Status:** Non-exempt  
**Compensation:** \$23-\$28/hour plus required benefits  
**Work Type:** Part-time, typically works 19 hours per week but has scheduled weeks with up to 29 hours, with optional hybrid format (~50% in the office). The organization is open M-Th, 7:30 a.m. to 4:30 p.m. and Friday until 2 p.m. This position's work schedule will be negotiated prior to hire.

**HOW TO APPLY:** Send resume and cover letter, specifically addressing each of the required qualifications to: [layers@uwbfc.org](mailto:layers@uwbfc.org) by 8/12/22.

**ORGANIZATION:** At United Way of Benton & Franklin Counties (UWBFC), all team members share the goal of creating healthier communities. Together, we improve the lives of local children and their parents/caregivers.

**POSITION SUMMARY:** The Visual Designer leads graphic design, video and image development, and printing processes; and manages UWBFC's social media and website to increase community awareness of UWBFC and raise funds to create positive change in our community.

**DUTIES AND RESPONSIBILITIES:** The essential duties of this position include but are not limited to:

45% Development and Design

- Collaborates with project lead to understand purpose and audience of each project. Translates project needs and messaging strategies into design strategies, following brand standards. Finds and evaluates data, images, and designs to identify creative, cost-effective ways to deliver projects on schedule and within budget. Develops and proposes concepts, responds to input, and adapts design, as needed.
- Purchases, coordinates external production of or internally creates video, animations, photos, images, illustrations, infographics, and art for paper and digital applications.
- Uses software to create or adapt designs for print and digital applications.
- Reviews designs for errors and ensures timely organizational review before printing or publishing.
- Manages production processes including requests for proposals, evaluating bids, processing purchasing authorizations, purchase placement, quality control, delivery of product, and ensuring that the final product meets specifications. Cultivates positive relationships with vendors.
- Evaluates United Way Worldwide marketing resources and identifies opportunities to adapt them for local use.
- Ensures compliance with branding standards.

45% Digital Communications

- Collaborates with Communications & Event Specialist to develop and implement social media strategies. Produces graphics and content, schedules, and posts. Tracks data to understand engagement and update strategies.
- Manages the UWBFC website, monitors use and effectiveness, and ensures timely response to web inquiries.

### 10% Special Projects

- Maintains technical knowledge through professional development, seeking examples from other organizations, and reviewing professional sources.
- Participates in internal and external meetings and events.
- Completes other duties as assigned.

**QUALIFICATIONS:** To perform this job successfully, an individual must be able to satisfactorily perform each essential duty. The requirements listed below are representative of the knowledge, skills, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Required qualifications include a bachelor's degree in graphic design or related field, or a minimum of five years of relevant experience, and all of the following requirements:

- Creating content and design for print and digital applications.
- Managing a website and social media platforms.
- Using Adobe Creative Suite graphic design software with a high level of proficiency.
- Collaborating and communicating effectively, both verbally and in writing, with diverse audiences.
- Managing projects including developing and tracking milestones, meeting time and budget parameters, and producing quality outcomes.
- Written and verbal fluency in English and consistently able to use correct grammar, punctuation, and spelling.
- Must possess a valid driver's license, current auto insurance, and access to a reliable vehicle.

### **CORE COMPETENCIES**

- Committed to Diversity, Equity, and Inclusion: Recognizes diversity, equity, and inclusion as core values that are critical to achieving UWBFC's mission. Opposes all forms of racism and is committed to advancing equity. Is committed to an organizational culture that welcomes, values, respects, and hears all people.
- Continuous Learner: Is innovative and seeks new tools and knowledge to enhance results.
- Effective Communicator: Communicates "the story" of the UWBFC's work to engage and energize donors and other constituents.
- Results Driven: Dedicates efforts to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.

**PHYSICAL DEMANDS:** The demands below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. General physical requirements of the job include:

- Sitting – 60-80% of day; typically, in an office setting, at meetings and in a vehicle.
- Standing – 5-10% of day; typically, while using office equipment.
- Walking – 5-10% of day; typically, in moving about work sites and between car and destinations.
- Lifting/Bending - up to 25 pounds; typically positions self to pick up and place supplies and equipment.
- Seeing: Most of the workday includes need for close vision, distance vision, depth perception, ability to adjust focus, view a screen, and vision sufficient to observe reactions from persons.
- Talking/hearing: Frequently communicates, in person and electronically, with donors, staff and the public.

- Manual dexterity: Continually uses hands/fingers with wrist movement while using office equipment.
- Travel: Occasional local and regional travel using personal vehicle is required.
- Work Hours: Sometimes necessary to work longer than 5 hours a day and/or 20 hours in a work week. Early morning, evening or weekend meetings and events occasionally occur as scheduled.

**MENTAL DEMANDS:** The demands below are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. General mental requirements for essential job functions include requirements to:

- Hear, speak, and write in the English language.
- Manage a complex workload, with minimal supervision, including shifting focus between responsibilities.
- Have analytical, numeracy, literacy, communication, and other mental capabilities.
- Have mental toughness to overcome objections and mitigate conflict when asking for donations, negotiating contracts, or implementing organizational policy.
- Have the capacity to work varying hours including occasional weekends, mornings, and evenings.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Typical work environment is in a standard office setting but may include other interior and exterior venues. Typically, at least half of work time is in the employer's building; some work may be performed at the employee's home and/or at the facilities of other organizations. The noise level in the work environment is usually moderate.

Nothing in this description restricts management's right to assign or reassign duties and responsibilities at any time.