

Job Title: Visual Designer
Reports To: Communications and Events Specialist
Compensation: \$25-\$28/hour plus required benefits
Work Type: Part-time, typically 19-21 hours per week; more hours expected in the fall. Optional hybrid format (~50% in the office). This position's work schedule will be negotiated prior to hire. FLSA status is non-exempt.
HOW TO APPLY: Send resume and cover letter, specifically addressing each of the required qualifications to: kdovalle@uwbfco.org. Candidates are considered as they apply; open until filled.

Do you want to make a local difference in the lives of kids? Join our United Way of Benton & Franklin Counties team as we support local children, birth through middle school, to ensure they are safe, healthy, and prepared for school success. Our Visual Designer leads graphic design, content development, and printing processes; and manages our social media and website to increase community awareness of our work 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 budget. Develops and proposes concepts, responds to input, and adapts designs.
- Purchases, coordinates external production of or internally creates and edits, photos, images, illustrations, infographics, and other media such as video and animations 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.
- Ensures compliance with United Way Worldwide and our branding standards.
- Manages printing processes including requests for proposals, purchase placement, quality control, delivery, and ensuring that the final product meets specifications. Cultivates positive relationships with vendors.
- Evaluates United Way Worldwide marketing resources and adapt selected resources for local use.

45% Digital Communications

- Works with supervisor to develop/implement social media strategies; then produces graphics and content.
- Collaborates with supervisor and our Fundraising Department to provide design, content, and scheduled distribution of digital solicitations and event invitations.
- Manages our website. Develops and implements user-friendly site strategies to promote our work. Updates design elements and ensures branding consistency across site.

10% Other Duties as assigned including participating in professional development and in Board, staff, and other internal and external meetings.

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:

- Using Adobe Creative Suite graphic design software with a high level of proficiency.
- Creating content and design for print and digital applications.
- Managing website and social media.

- Written and verbal fluency in English and ability to use correct grammar, punctuation, and spelling.
- 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.
- Must possess a valid driver's license, current auto insurance, and access to a reliable vehicle or access to transportation options that permit travel to locations around the bi-county region on a scheduled basis.

CORE COMPETENCIES

- Committed to Diversity, Equity, and Inclusion: Recognizes diversity, equity, and inclusion as core values that are critical to achieving our 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 our work to engage donors and others.
- 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 scheduled to work longer than 5 hours a day. Early morning, evening or weekend meetings and events occasionally occur as scheduled.

MENTAL DEMANDS: 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.
- 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.