



Senior Graphic Designer

Post date: December 17, 2018

Reports To: Chief Outreach Officer

Exempt/Non-Exempt: Exempt

Location: Care Net offices in Lansdowne, VA

How to apply: See instructions below

Position Focus:

Reporting to the Chief Outreach Officer (who oversees the Development and Marketing/Communication Departments), the Senior Graphic Designer develops and supervises production of printed, electronic, and multimedia materials for advertising, publications, conference, Internet applications and websites, and other graphic needs for Care Net.

Core Responsibilities

- Manages the Junior Graphic Designer and/or Graphic Designer
- Manages the organization's entire design workload, as a project manager, determining what to produce in-house and delegating work to outside contractors and vendors.
- Manages the organization's relationships with outside graphic design vendors and contractors, effectively managing the organization's workload and making decisions on what can be produced in-house versus what can be outsourced to the contractors and vendors.
- Manages Care Net's brand image, making artistic decisions on the aesthetic of each and every piece that is produced by the organization. Accordingly, maintains and updates the organization's style guide, determining fonts, colors, logo use, and other key elements of creating and maintaining the organization's brand.
- Designs brochures, newsletters, flyers, posters, reports, manuals, packaging, multimedia presentations, fundraising, and other publications and materials as needed
- Works with internal and external clients to determine materials needs and gains approval for designs

Additional Responsibilities

- Creates layouts of print and e-publications templates
- Contributes to corporate web site layout and visual elements

- Works with vendors, prepares materials, and designs for specific publication format
- Supervises production of materials, choosing ink and paper, and ensuring quality
- Coordinates with Center Services and Client Care Department and Development Department on printer and other graphic design vendors
- Works on conference-related designs and artwork
- Coordinates the producer role at conference
- Manages design and production of materials within budget constraints

Other duties as assigned

Minimum qualifications

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior.
- Agrees with and can uphold Care Net’s Statement of Faith, Vision/Mission and Core Values.
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity issues.
- Three to five years of design experience
- Has familiarity and comfort in working with computer databases and website content management systems in addition to a high level of proficiency with Apple computers
- Has strong oral, written skills, and interpersonal communication skills
- Has strong organizational skills, project management skills, and attention to detail
- Has the ability to work with a diversity of cultures and Christian denominations, backgrounds, and traditions
- Holds a varied and attractive portfolio of corporate and/or nonprofit-oriented materials
- Has a mastery of basic composition, page layout, art, and presentation
- Possesses a strong and creative design sense along with attention to detail
- Has a working knowledge of the following programs: Adobe: In Design, Illustrator, Photoshop, Acrobat; Microsoft: Word, Excel, PowerPoint; Google Suite
- Has experience with the printing processes, terminology, and requirements
- Experience in web page design
- Is self-managed, quality driven, and able to multitask
- Has the ability to meet deadlines and budgets
- Is able to work well with clients and teams
- Has the ability to travel, including travel to the annual conference

Preferred qualifications

- Holds a Bachelor's Degree and/or advanced degree and/or certification in graphic design
- Has familiarity with inbound and content marketing practices and software, preferably Hubspot or a similar automated marketing platform
- Experience shooting and editing web-ready videos.
- Experience in photography

To apply:

Please send a cover letter and resume to Vincent DiCaro, Chief Outreach Officer, at vdicaro@care-net.org. Ensure that the cover letter focuses on why you'd like to work for Care Net, along with your technical qualifications. No phone calls please.

Prepared By: Vincent DiCaro, Chief Outreach Officer