



POSITION DESCRIPTION

Position Title	Senior Graphic Designer
Business Unit	Marketing & Brand
Home Department	Marketing & Brand
Location	Chevy Chase, MD
FLSA Status	Exempt
Full-Time or Part-Time	Full-Time
Telecommuter Status	Position not Eligible for Telecommuting

Mission

4-H, the nation’s largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. Globally, 4-H collaborates with independent programs to empower one million youth in 50 countries. The research-backed 4-H experience includes a Caring Adult Relationship; a Hands-On, Skill-Building Project; and a Meaningful Leadership Opportunity – resulting in 4-H’ers who are two times more likely to excel in school; four times more likely to act in their communities; two times more likely to make healthier choices; and two times more likely to pursue STEM education or careers. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations and professional associations. National 4-H Council is the private sector, a non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture within the United States Department of Agriculture

Position Summary

The Sr. Graphic Designer is responsible for the production of printed and digital media for National 4-H Council and for the processes, quality, and timeliness of those services. Develop corporate branding and marketing support materials with innovative design, art direction, and quality execution. Understand and protect National 4-H Council brand while collaborating with stakeholders on the Marketing team and other staff as necessary, to provide creative input and direction to help elevate the end deliverables. She/he will interface directly with the Creative director, account service, other designers, video producers, copywriters, web developers and outside contractors (freelancers and vendors) to complete design requirements.

Responsibilities

Brand Strategy Duties

- Develop graphics, wordmarks, logos and other visual elements and ensures their consistent and appropriate use in all printed and digital materials.
- Contribute to team strategy session and help plan winning promotional concepts to drive engagement, awareness and incremental funds.

Campaign Promotions and Tactics Duties

- Live for creative challenges, brainstorm potential concepts independently and with colleagues, and execute with a fresh perspective around multiple marketing and sales initiatives.
- Design and produce internal and public-facing consumer campaign materials, including sales development materials, collateral, print ads, digital assets including online display advertising, with a focus on the audience at hand, as identified in creative briefs.

Creative, Design, and Production Duties

- Coordinate publications, including creative concept development, design, layout, and production.

- Demonstrate creative problem-solving skills and solid artistic sensibilities, partnering with the Senior Design for 4-H's premier publications.
- Oversee print production through vendors of varying capabilities ensuring high-quality completion.
- Artistically direct projects while partnering with the Creative Services' Director on brand guidelines, logistics, traffic, and timelines.
- Stay on top of graphics and design trends and innovations, present new ideas

Event Marketing and Project Management Duties

- Produce collateral including print ads, flyers, posters, web banners, social media contests, logos, photo selection, banners, event/conference marketing, and marketing at receptions.
- Maintain an organized work schedule, attend department meetings, and manage multiple projects on strict deadlines.

Preferred Abilities for Digital Design

- Experience or willingness to learn video production and editing (Adobe Premiere).
- Photography experience and, or knowledge in shooting with a DLSR camera and editing RAW image files.
- Should have a passion for youth development with a heart and spirit for service to youth in our communities and for impacting positive youth development programs and experiences.
- Must be able to create original designs with a robust design style and perspective, including within the constraints of brand standards.

Qualifications

- Must have at least six to ten years combined professional experience in design, creative services or art direction, with demonstrated ability to communicate with consumers through advertising, with strong knowledge of design principals and typography.
- Bachelors' or Associate degree in fine arts, marketing, graphic arts, or related field or equivalent hands-on experience (please provide portfolio or samples with application).
- Strong conceptual skills and willingness to lead, participate and brainstorm meetings; solid understanding of client deliverables, and the ability to take responsibility for them.
- Experience with Adobe Creative Suite (InDesign, Photoshop, AcrobatPro, and Illustrator).
- Proficiency with MS Office Suite (Outlook, Word, and PowerPoint) required.
- Must be team oriented, critical thinker with impeccable attention to detail and willingness to go through multiple drafts and versions to get the job done right.
- Ability to problem solve and find multiple design solutions, especially under narrow parameters or strict budget restraints.

Travel Requirements: Travel may be necessary, up to 5% of the time (local, regional, national, international). Would require travel by air, car, rail.

ADA Requirements

This position operates in a hotel and conference services environment. The physical demands described here are representative of those that must be met by an associate to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- This role routinely uses standard office equipment such as computers, telephones, photocopiers, filing cabinets, and fax machines.
- Mostly a sedentary role; however, some filing required.
- Requires the ability to lift files, open filing cabinets and bend or stand as necessary.
- Essential math skills needed to calculate formulas, commissions, discounts, and so forth.
- Must be able to lift 10 to 20 pounds

National 4-H Council is an Equal Opportunity/Affirmative Action Employer.

Position typically has the following career ladder:

- Project Manager, Creative Services
- Sr. Project Manager, Creative Services
- Director, Creative Services
- Sr. Director, Creative Services

Competencies

Competency	Level (Beginning, Proficient, Advanced, Mastery)
Communications	Proficient
Critical Thinking	Proficient
Initiative & Innovation	Advanced
Collaboration & Teamwork	Advanced
Customer Orientation	Proficient
Business Mindedness	Proficient
Spirit of Diversity & Inclusion	Advanced

Disclaimer

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to include a or contains a comprehensive listing of activities, duties or responsibilities required of an incumbent. An incumbent may be asked to perform other tasks as needed.

Revision Date

4/18/2019