

## Job Description

**Job Title:** Associate – Graphic Design

**Reporting to:** Senior Manager – Communications and HR

**Department:** Marketing and Communications

**Work Schedule:** Full time position. Core Hours of Monday - Friday, 9:00 to 5:00 p.m. and 9:00 to 2:00 pm on second and fourth Saturdays. Must be able to work a flexible schedule, including early morning, evening, and weekend work.

### Overall Purpose of this Role

Design or create graphics to meet specific commercial or promotional needs, such as campaigning, packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.

#### 1. Key Accountabilities

- Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts.
- Determine size and arrangement of illustrative material and copy, and select style and size of type.
- Use computer software to generate new images.
- Mark up, paste, and assemble final layouts to prepare layouts for printer.
- Draw and print charts, graphs, illustrations, and other artwork, using computer.
- Review final layouts and suggest improvements as needed.
- Confer with clients to discuss and determine layout design.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.
- Key information into computer equipment to create layouts for client or supervisor.
- Study illustrations and photographs to plan presentation of materials, products, or services.
- Prepare notes and instructions for workers who assemble and prepare final layouts for printing.
- Develop negatives and prints to produce layout photographs, using negative and print developing equipment and tools.
- Photograph layouts, using camera, to make layout prints for supervisors or clients.
- Produce still and animated graphics for on-air and taped portions of television news broadcasts, using electronic video equipment.

#### 2. Professional Competencies

##### a. Mission Focused

- i. Ability to catalyze others' commitment to mission
- ii. Strives vigorously to accomplish shared goals
- iii. Separates one's own interests from organizational interests to make the best possible judgments for the organization

##### b. Manage Relationships / Relationship-Oriented

Ability to communicate effectively to develop, grow, and sustain productive relationships. Knows how to capture and record relevant information and how to interpret and utilize the information to forge partnerships, collaborate, cultivate, grow, sustain, and strengthen internal and external relationships.

- i. Understands and motivates individuals and organizations

- ii. Values diversity and inclusion
- iii. Effectively communicates
- iv. Treats others with respect and dignity
- v. Actively listens to and facilitates diverse input and contributions

**c. Achieve Results / Results-Driven**

Is personally accountable for the results they achieve. Ability to adapt to ever-changing environment. Is organized, able to plan, think strategically, and is creative, innovative, and appropriately persistent. Ability to make decisions and willing to take risks when appropriate to achieve results and meet goals.

- i. Has a searing focus on results and can effectively communicate goals and impact.
- ii. Advocates for support of education, income, and health
- iii. Promotes innovation/willing to take risks
- iv. Develops relationships to drive resources and results

**d. Brand Steward**

- i. Acts with integrity and strong ethics to foster trust at all levels (personal, market, societal)
- ii. Internalizes the meaning and commitment of United Way and consistently acts according to its value and purpose
- iii. Demonstrates the values of the network; is a good system-citizen, is accountable and transparent with all stakeholders

**3. Functional Competencies/Accountabilities**

- a. **Self-Management:** Presents oneself in an appropriate and professional manner. Communicates, acts, reacts, and responds appropriately in all situations. Effectively utilizes interpersonal skills and political astuteness to: engage with, lead and function as a member of a team as appropriate. Is trustworthy and acts with integrity, authenticity, humility, and in good faith; respecting others' opinions, priorities, values, and interest. Seeks to continuously improve interpersonal and professional skills.
- b. **Communication Skills:** Understands and uses empathy, compassion, and active listening. Is fully present and aware of subtleties and nuances such as body language and voice tonality to better understand what is important to constituents and how to connect and engage them with UW. Able to influence, persuade, present, request, sell, negotiate, and close a deal as appropriate.
- c. **Utilize and Acquire Knowledge:** Is forward-thinking, focused on what is possible, and seeks new tools and knowledge as needed. Ability to use technology when acquiring and utilizing knowledge, and is innovative and creative in its application. Seeks to continuously improve interpersonal and professional skills.
- d. **Demonstrates Social Responsibility and Stewardship:** Has a passion for the common good and affection for the community. Believes in social responsibility

and inspires others to be socially responsible. Demonstrates courage and humility when working toward improving life in the community.

#### **4. Competencies**

- Extremely proficient in programs such as Adobe InDesign, Photoshop and Illustrator
- Creativity
- Flexibility
- Attention to detail
- Deadline oriented
- Desktop Publishing tools
- Acute Vision
- Handles rejection well
- Communication - Must be a clear written and oral communicator and be comfortable presenting concepts and representing United Way in one-on-one and group settings.

#### **5. Required Education and Experience**

- Bachelor's degree or a diploma and one to three years of related experience in the field of design, or equivalent combination of education and experience.

#### **6. Other Duties**

- Other duties as assigned by the CEO.