**POSITION DESCRIPTION**

**JOB TITLE:** Graphic Designer  
**DEPARTMENT:** Marketing  
**REPORTS TO:** Marketing Communications Manager  
**EFFECTIVE DATE:** April 2017  

**ORGANIZATION & PROGRAM BACKGROUND**

ecoAmerica is a 501(c)(3) non-profit that uses research and strategic partnerships to create large-scale engagement programs that build awareness, understanding and action for climate and sustainability solutions among mainstream Americans. Founded in 2006, we have a core expertise in consumer marketing and focus on building the base for climate and sustainability solutions by connecting them to the core values and day-to-day concerns of Americans. Further information on our organization and programs is available at [www.ecoamerica.org](http://www.ecoamerica.org).

ecoAmerica is working to build a critical mass of institutional leadership, public support, political will and collective action for climate solutions in the United States. We develop and manage sector-based programs for the health, faith and communities’ sectors, empowering networks of trusted leaders and institutions to lead by example and engage their stakeholders on climate action. Our goal is to put America on an irrefutable path to clean energy, leading toward a more sustainable and just future.

**POSITION SUMMARY**

The Graphic Designer will support all marketing efforts and work with internal teams to design and produce the highest quality materials for program and organizational outreach. S/he will work from the San Francisco office and be responsible for creating and producing print and digital materials and communications, sourcing and editing images and photos, managing creative assets from conception to implementation, and producing all printed materials.

Forward your resume and a cover letter to hr-careers@ecoamerica.org.

**MAJOR RESPONSIBILITIES**

**General Across All Projects**

- Support and provide professional expertise on employing design methodology (briefs, sketches, drafts, input/approvals) to ensure quality, impact, and timeliness.
- Proof and prepare artwork for print or other production, plus manage production and delivery to ensure quality, accuracy, and timeliness while staying within budget.
- Make various formats of supplied artwork production-ready and resolve any artwork issues that arise during production.
- Maintain program and organization brand consistency.
- Post final assets on central server. Manage organization of and request for assets.
- Keep up to date with design and production best practices and costs.
**Graphic Design (60-70% of the time)**

- Create materials within existing brands, templates, and guidelines including brochures, reports, presentations, signage, web graphics, and other materials as needed.
- Research, secure, and manage original and stock imagery and photography.
- Retouch and edit photography and graphics according to guidelines.
- Design of new communications falling outside of existing templates, but within brand guidance, sensibility, and tone, including but not limited to charts, graphs, infographics, presentations, and other materials such as for sponsorships and special events.

**Production Artist (25-35% of the time)**

- Prep and ensure all design files are print ready (color matching, flattening, bleeds, etc.)
- Communicate with printers, including but not limited to, sourcing quotes/bids and resolving any production issues that should arise.
- Work within budget and ensure deadlines are met and materials are printed to the highest quality.

**Video Production/Editing (5% of the time or less)**

- Edit video content, format according to output needs, and post or distribute.
- Manage online video content presentable for both public and private viewing.
- Create graphics for video projects and online interactive presentations.

**QUALIFICATIONS, KNOWLEDGE, SKILLS REQUIRED** (Minimum education and experience needed to perform the job adequately)

- Bachelor degree in visual arts or related field or equivalent visual design experience required; graduate degree preferred
- 2+ years work experience creating and designing special projects
- 1+ years of experience working with production requirements and working with outside vendors i.e. printers, exhibit vendors, other agencies
- Proven success in working across a variety of media formats including, print, web, publishing, and video
- Expert skills across multiple creative and design platforms, including but not limited to Photoshop, Illustrator, InDesign, and other online production and desktop publishing tools, plus experience with WordPress and video editing platforms
- Must be comfortable presenting ideas, presenting designs/concepts, and explaining design choices
- Possess excellent organizational and project management skills
- Ability to work constructively under stress in a fast paced, multi-tasking environment
- Knowledge of industry best practices and innovative tactics across all media formats
- Creative, flexible, self-directed, problem solver with an attention to detail
- Demonstrated success interacting with teams in high-profile impactful organizations
- Ability to manage multiple priorities in a deadline-driven environment
- Interest in climate solutions and ecoAmerica’s mission
**ADA SPECIFICATIONS** (Physical demands that must be met in order to successfully complete the essential functions of the job)

This position is largely sedentary in nature however one must possess the ability to speak, hear, and write as well as the ability to use a computer and related software programs, and lift up to 20 lbs. Local and/or national travel periodically required (up to 10 percent).

The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary. In addition, reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.