



Graphic Designer

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 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. The content designed by the Graphic Designer will emphasize the ability of the Gospel of Jesus Christ to empower women and men to choose life for their unborn children and abundant life for their families.

Core Responsibilities

- Manages the organization's design workload, as a project manager, determining what to produce in-house and delegating work to outside contractors and vendors in conjunction with the Chief Outreach Officer.
- Manages the organization's relationships with outside graphic design vendors and contractors.
- 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-publication templates
- Contributes to corporate web site layout and visual elements
- Works with vendors, preparing materials and designs for specific publication format (print-ready files)
- Supervises production of materials with various print vendors, 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
- Produces national 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.
- Has the ability to work with a diversity of cultures and Christian denominations, backgrounds, and traditions
- 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
- 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
- Proficient in 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, send a cover letter, resume, and online portfolio of graphic design work to Vincent DiCaro, Chief Outreach Officer, at vdicaro@care-net.org.

Employee Acknowledgement:

I have read and understand the Position Description for the position I hold at Care Net. A copy of the Position Description has been given to me for my records. I acknowledge, understand and agree that:

1. It is for the purpose of information and to assist me in the performance of my position at Care Net.
2. It does not constitute an employment contract with Care Net.
3. It does not confer any rights for any employee.
4. It is subject to change at anytime without prior notice.
5. It is the property of Care Net.

I understand and agree that my employment with Care Net is “at will” and may be terminated at any time, with or without cause, for any or no reason, and with or without prior notice.

Signature: _____ **Date:** _____
