



Job Description

Job title	<i>Graphic Design and Digital Media Coordinator</i>	Position	<i>Full-time</i>
Reports to	<i>Marketing Specialist</i>	FLSA	<i>Exempt</i>

Job purpose

The Graphic Design and Digital Media Coordinator will be responsible for marketing needs of the Els for Autism Foundation supporting the development/events team and the programs and services team. The duties of this position will entail implementing brand and trademark guidelines, the creation of promotional materials, social media posts, website updates and content management, coordinating public relations activities, and assistance with soliciting sponsorships.

The Graphic Design and Digital Media Coordinator will coordinate with subcontracted vendors as needed including web developers, app developers and media/PR contacts. Coordination and communication include providing specs and input as well as production estimates from vendors and distributing production-ready files.

The Graphic Design and Digital Media Coordinator will work with the events team to publicize events, the programs team to publicize programs and services, and on other projects with the Marketing Specialist in attracting funding for the Foundation. This individual has excellent writing skills for content creation across all channels and is well versed in web design, graphic design, and digital media including social channels.

Graphic Design and Digital Media Coordinator Responsibilities

Duties include, but are not limited to:

Trademarks and Brands:

- Oversee the implementation of the Foundation’s Brand Identity and Trademark Guidelines. Use guidelines to inform and manage 3rd party organizations/agencies and internal staff on proper use of the Foundations trademarks and brand identity.

Marketing Promotional Materials:

- Lead the design and development of promotional brochures, invitations, flyers, videos and any other priority collateral, adhering to brand identity and trademark guidelines and utilizing Adobe Creative Suite, Canva and Wordpress for:
 - Fundraising events
 - Programs and Services
 - Fundraising initiatives and campaigns (example: Giving Tuesday, Round Up)

Social Media:

- Design social media graphics and collaborate with Marketing Specialist on execution of social media campaigns.
- Organize a social media calendar weekly, monthly and quarterly. Update all social media outlets with appropriate posts daily or as needed.
- Utilize social media scheduling software to organize and execute content.
- Communicate social media analytics to Development team on a monthly basis.

Photography:

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- Attend fundraisers and programs hosted by the Foundation to capture photos/content.
- Manage the Foundation photography folders on 3rd party website (Smugmug) and internal shared drive as appropriate (by: event/date/year) for easy access and availability.

Communications:

- Maintain monthly content calendar for all channels (social media, blog, podcast, newsletters)
- Design, Develop and distribute e-newsletters
 - Programs and Services newsletter – every 2 months
 - Game Changer newsletter - quarterly
- Create e-blasts for upcoming events and programs to be sent to the Foundation contact database.
- Update and manage e-mail lists and segments in contact database, including updates and removal of contact information as requested.

Public Relations:

- Manage media contact list.
- Create and maintain relationships with local media and autism related publications and journals.
- Write press releases for news-worthy events, contact media outlets and disperse information accordingly.

Website:

- Have an understanding of modern front end web development, as well as WordPress Gutenberg editing and a basic knowledge of HTML and CSS.
- Update the elsforautism.org website with:
 - Content enhancements
 - Employment opportunities and personnel changes
 - Blog posts
 - Knowledge of SEO/analytics a plus

Sponsorships:

- Connect with businesses, organizations and associations to solicit sponsorship opportunities as appropriate to support the Foundation's fundraising and promotional activities.

Miscellaneous:

- Update lobby televisions with appropriate, new content as needed.
- Other projects as assigned.

Qualifications

Education & Experience:

- Bachelor's Degree required in Marketing, PR/Advertising, Graphic Design or related field
- Two plus years of marketing experience, including solid graphic design, social media and content/website management
- Measurable success in marketing, creative and social media campaigns and meeting KPIs.
- Proven record of success in developing and leading design initiatives and campaigns, including developing on-brand graphics, print and electronic collateral from design through distribution.

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- Demonstrates abilities in leading design principles on digital channels, with an emphasis on development of infographics, HTML, publications, advertising and user experience.
- Proven record of meeting and exceeding performance goals

Job Knowledge:

- Proficiency in Adobe software (Acrobat, Photoshop, InDesign)
- Proficiency in Canva and other related graphic design applications
- Proficiency in WordPress, understanding of CSS and HTML
- Proficiency in Facebook, Instagram, Twitter, YouTube, and LinkedIn
- Understanding of Constant Contact email database system
- Proficiency in Microsoft Office, Outlook
- Photography and photo editing skills
- Writing and proof-reading skills (proficient in spelling and grammar and mastery of APA Style guidelines)
- Think creatively

General Knowledge and Skills:

- General understanding of autism spectrum disorder
- Effective communication and collaboration skills
- Ability to work under pressure and deadlines
- Adaptability to changing priorities
- Decision making skills
- Time management skills
- Self-motivated
- Team player