

United Way of Greater Kansas City



ABOUT US:

The United Way of Greater Kansas City is a non-profit organization dedicated to mobilizing Greater Kansas City's collective generosity for the greatest good. Having celebrated our Centennial in 2018, we're looking ahead to the next 100 years of focus on the health, education and financial stability for all.

ABOUT THE POSITION:

The United Way of Greater Kansas City is seeking a full-time Graphic Designer. This individual will be responsible for fulfilling the graphic needs for UWGKC staff, including the design, oversight and production for various marketing and communication projects. These projects include, but are not limited to:

- Printed collateral
- Digital/web assets
- Video
- E-newsletters and email
- Direct mail production
- Social media assets

Reports to: Director of Marketing

DUTIES & RESPONSIBILITIES:

- Work with the Director of Marketing and the Marketing team to develop and maintain a consistent brand identity throughout all printed and online marketing materials.
- Work with the Marketing team to design and produce printed collateral including brochures, posters, mailers, signage and more.
- Work with the Marketing team to design and produce digital content including web ads, website banners and images, email graphics, social media graphics, video assets and more.
- Assist the Marketing team in the evolution of the brand and document all brand standards in the local brand style guide.
- Develop, review and maintain relationships with print vendors and oversee the quality of all of the materials produced.
- Help build and manage the photo and video library in coordination with the Marketing team. Establish and maintain relationships with professional photographers and videographers.
- Help with creative concept collaboration for photo/video production and editing in coordination with the Director of Marketing.
- Work with the Marketing team to maintain and evolve the website and external media accounts. Some knowledge of HTML/CSS is helpful but not required.

KNOWLEDGE & SKILL REQUIREMENTS:

- 3-5+ years graphic design experience preferred
- Associates of Bachelors degree desired in graphic design or related field
- Equivalent combination of education and experience may be substituted for degree
- Proven track record of graphics that effectively communicate ideas or brands
- Working knowledge of entire Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Final Cut Pro/Adobe Premiere)
- Understanding of basic HTML, CSS, and CMS experience a plus
- Experience producing innovative digital assets and print pieces
- Experience with multipage print design, production and commercial printing
- Experience with direct mail design (physical mail), mailing and production standards
- Highly collaborative work-style; experience developing graphics from creative brainstorm sessions to actual production
- Self-starter, able to work independently as well as with the team
- Excellent written and verbal communications skills
- Ability to work under pressure and meet deadlines
- Ability to prioritize and demonstrate flexibility when handling multiple projects
- Basic understanding of the non-profit environmental space is a plus

TO APPLY:

Send your resume and cover letter to mary.schuler@uwgkc.org. Phone inquiries and walk-ins will not be accepted.

United Way of Greater Kansas City is an equal opportunity employer and does not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender, marital status, age, disability, veteran status, sexual orientation, or any other protected class under law.

Location:

- Kansas City, MO

Benefits offered:

- Paid time off
- Health insurance
- Dental insurance
- Parental leave
- Healthcare spending or reimbursement accounts such as FSAs
- Retirement benefits or accounts
- Other types of insurance