



Graphic Designer

Job Description

The Hunt Institute's mission is to secure America's future through quality public education. Since its establishment in 2001, the organization has emerged as a recognized and credible leader in the movement to transform American public education and a go-to source for reliable, objective, and timely information. The Institute works at the intersection of education policy and politics, supporting state and national officials and empowering them to drive education reform. Its mandate is to inspire and equip elected officials and senior policymakers to make informed decisions that improve the lives of all children. The Institute's primary audience consists of governors, legislators, and other elected and state-level policymakers.

Position

The Graphic Designer (GD) designs all Institute collateral, updates the Institute's website, and ensures consistent execution of the organization's visual brand. The GD has an understanding for target audiences and how to best reach those audiences through artistic work meanwhile ensuring brand consistency that builds recognition.

The GD will report to the Communications & Marketing Specialist but is expected to have consistent and collaborative working relationships with all staff.

Responsibilities

- Produce strategic, creative designs for printed and electronic materials such as promotional brochures, issue briefs, concept papers and white papers, HTML save-the-dates, e-newsletters, infographics, event app, event programs and program concept papers, meanwhile making recommendations regarding the best ways to translate complex information into effective visuals.
- Develops and maintains Hunt-branded presentation materials (e.g. PowerPoint templates), assists with pre-production copy editing, and works with print vendors to ensure that collateral is received on time, on budget, and that they are high-quality.
- Edits and updates web pages to ensure content is engaging, interactive, and easy to navigate.
- Maintains Institute's style guide – including logo requirements, typography, colors, etc. – to ensure the Institute's brand identity is cohesive.
- Integrates all style requirements into the design of materials.
- Works collaboratively with the Chief of Staff, Communications & Marketing Specialist and Institute leadership to identify and implement strategies that will strengthen the Institute's visual brand.

Qualifications

- BA in graphic design, marketing, public relations, communications, or related field;
- Dynamic candidates will possess at least one-to-three years of relevant professional experience;
- Ability to be nimble and thrive in a fast-paced environment, meet deadlines, and effectively manage multiple tasks;
- An impeccable eye for detail and a knack for creative expression;
- An understanding for target audiences and how to create sustained impact;
- A desire to work collaboratively to conceptualize and execute innovative digital and print design solutions;
- Exceptional written, verbal, and interpersonal skills;
- Knowledge of computer software and programs such as Microsoft Excel, Word, MailChimp, and PowerPoint;
- Strong knowledge and experience with digital design software including: Adobe Creative Suite/Cloud (InDesign, Photoshop, Illustrator, Acrobat), and Tableau;
- Strong knowledge and experience with website management, design, and functionality, including: Wordpress, HTML and CSS. Experience with SEO and JavaScript is beneficial.
- Experience with photography and some video editing experience helpful (Adobe Premiere);
- Knowledge of social media platforms (Facebook, Twitter, LinkedIn and Instagram)
- Knowledge of design techniques, tools, and principles;
- Independence and self-confidence to act decisively and, at the same time, an ability to receive, integrate, and translate others' ideas and suggestions.

Ideal candidates will also demonstrate the following characteristics:

- Demonstrated resourcefulness and good judgment;
- Hands-on, leads by example;
- Values diversity of thought, backgrounds, and perspectives;
- Integrity/ethics beyond reproach;
- Constantly seeking to apply best practices;
- Willingness to consider new ideas; and
- Commitment to the organization's mission, financial stability, and success.

Equal Employment Opportunity

At the Hunt Institute, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status or any other

protected status designated by federal, state or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference and background investigation.

To apply, please submit cover letter, along with a résumé or CV and design portfolio to applicant@hunt-institute.org with the subject line “Graphic Designer.” Position is open until filled. No phone calls, please.