



## United Way of Greenville County Graphic Designer

**FLSA Status: Exempt**

**Date Revised: 01/15/2022**

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### WHO WE ARE

Greenville County continues to draw national attention as a popular destination for visitors and a magnet for new development. Despite this success, many experience a different Greenville. Right now, nearly 60,000 people are living in poverty. As the largest poverty-fighting organization in South Carolina, United Way of Greenville County's unique ability to take on challenges like affordable housing, education, job training, transportation and other complex community issues—all at the same time—is unmatched.

### WHAT WE DO

We mobilize donors and volunteers and convene partner agencies, corporations and community leaders to make broad, systemic change like no other organization.

United Way values the abilities and perspectives that make each person who they are, empowering our employees to reach higher, think differently, act innovatively, and work collaboratively. People who work here provide the energy, expertise and creativity that is critical to creating the lasting change our community needs—and the opportunities to succeed that everyone deserves.

**Vision:** A Greenville County where all people have access to the opportunities to achieve their full potential.

**Mission:** We mobilize people and resources to improve lives, strengthen the community, and advance equity for the benefit of all.

**Impact:** As a funder, partner and convener, United Way of Greenville County works with the entire community to build resources, focus investments, and foster partnerships that create lasting solutions to big community problems.

**POSITION SUMMARY: Graphic Designer**

**REPORTS TO: Vice President for Marketing & Communications**

The Graphic Designer is the lead artistic and creative professional responsible for creating visual concepts to communicate ideas that inspire and inform the community. The Graphic Designer will lead the effort to ensure consistency of visual elements of the brand across all print, digital and experiential mediums. They will develop the overall layout and production design for campaign materials, invitations, organizational reports and more. They will support the marketing and communications department by ensuring that brand identity is infused in all organizational efforts.

## **Key Relationships:**

External: External vendors for print materials, media outlets, outsourced design support as needed.

Internal: All internal departments and teams.



## **ESSENTIAL RESPONSIBILITIES**

### **Essential Job Functions:**

- Develop brand guidelines for all products and offerings of United Way of Greenville County for consistent experience across multiple channels and audiences.
- Establish a process for creative development that starts with strategic requirements, incorporates customer insights, and includes timely reviews from stakeholders and effective collaboration.
- Concept, design and produce collateral solutions for all products, events and donor engagements.
- Support website design aesthetic and ongoing updates.
- Collaborate with key stakeholders to set the strategy of how creative work brings the brand to life and uses the strategy to guide the priorities and output of the organization.
- Actively accepts ownership for accomplishing new and different requests, explores opportunities to add value to overall Marketing and Development goals.
- Utilizes and demonstrates knowledge of current trends in color, technology, communication and experience to develop unique design solutions.
- Use own original and creative thinking to develop concepts and finish design solutions from rough ideas and present creative concepts to internal audiences.
- Review and proofread designs for errors prior to printing or publishing.
- Remain knowledgeable and proficient with the latest design software.
- Serve as the subject matter expert on creative direction and development of all design elements for team members and stakeholders.

**Additional Job Functions:** Although not Essential Job Functions, employee may also be responsible for the following from time to time:

- Assist with copywriting/editing
- Photography
- Other duties as assigned

### **Competencies:**

- **Creativity:** The ability to think outside the routine way of doing business and develop new ways of addressing needs, while adhering to established brand standards.
- **Innovation:** Comfortable and proactive with developing, recommending and introducing new ideas and/or methods.
- **Planning and Organizing/Time Management:** Plans and prioritizes work activities, uses time efficiently and develops realistic action plans; establishes and adheres to deadlines; collects, analyzes and uses data to manage effectively and efficiently.



- **Strategic Thinking:** Ability to think long-term, tying together the current operations with more long-term goals.
- **Communication:** Speaks clearly, writes effectively and persuasively in positive or negative situations; listens to executives, co-workers, employees and outside advisors in order to effectively and efficiently share information and ideas; demonstrates effective group presentation and meeting skills.
- **Results-Oriented Thinking and Behavior:** A genuine concern for quality; possesses the desire to get the job done with excellence; is mentally focused on getting the best results for actions taken; does not settle for mediocrity.
- **Teamwork:** Works cooperatively with others to achieve the our mission, values and goals.

**Required Experience and Education:**

- Bachelor’s degree in graphic design or related field.
- 3+ years of art/creative direction, design and print/digital experience.
- Outstanding project management skills.
- Creative portfolio of work that shows a diverse work across digital and print media.
- Experience building program and project brands.
- Advanced computer skills, including expert level skills in Adobe creative suite and other design platforms for print and digital mediums.
- Excellent written and verbal communication skills.
- Demonstrated ability to work cooperatively as part of a team.
- Inventive, result-oriented, self-starter, willing to learn, and able to manage an aggressive schedule.
- Passion for our mission and a sense of humor.

<b>Mental &amp; Physical Demands- ADA Guidelines</b>				
<b>Physical Demands</b>				
Stand	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Walk	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Sit	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Handling / Fingering	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Outward	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Above Shoulder	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Climb	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Crawl	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Squat or Kneel	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Bend	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
<b>Lifting Requirements</b>				
10 pounds or less	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A



11 to 20 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
21 to 50 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
51 to 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
<b>Pushing and Pulling Requirements</b>				
12 pounds or less	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
13 to 25 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
26 to 40 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
41 to 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input checked="" type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
<b>Definitions</b>				
<b>N/A</b>	<b>Not Applicable</b>	Activity is not applicable to this occupation		
<b>O</b>	<b>Occasionally</b>	Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)		
<b>F</b>	<b>Frequently</b>	Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)		
<b>C</b>	<b>Constantly</b>	Occupation requires this activity more than 66% of the time (5.5+ hrs/day)		

## HOW TO APPLY

Submit your resume, letter of interest and portfolio directly to [talent@unitedwaygc.org](mailto:talent@unitedwaygc.org) with **Graphic Designer** in the subject line. Qualified candidates that bring a diversity of thought, experience and background are encouraged to apply.

*United Way of Greenville County offers competitive compensation based on prior experience and qualifications as well as comprehensive benefits in order to best support our people. Benefits we offer include: health, dental and vision insurance where United Way of Greenville County pays generously towards the cost of these benefits for eligible employees and their families.*

*United Way of Greenville is an equal opportunity employer and value diversity. All employment is decided on the basis of qualifications, merit and business need.*