

United Way of Greenville County Multimedia Designer

FLSA Status: Exempt

Date Revised: December, 2023

WHO WE ARE

Greenville County continues to draw national attention as a popular destination for visitors and a magnet for new development. But, even with this success, many experience a different Greenville. Right now, over 50,000 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 can on its own.

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. Last year, our work resulted in thousands of individuals receiving assistance with basic needs and advancing along the Cycle of Success.

POSITION SUMMARY: Multimedia Designer

Reports to: Director of Strategic Marketing

(Overview/Summary of role) The Multimedia Designer will be a versatile creative professional responsible for conceptualizing, designing, and producing a wide range of multimedia content. This role goes beyond traditional graphic design and involves motion graphics, digital graphics, and other interactive media expertise that increases engagement opportunities. They will collaborate to deliver visually stunning and engaging assets across various channels and mediums that support the United Way brand and strategic direction.

Key Relationships:

External: External vendors for print and digital execution, media outlets, and outsourced design support as needed.

Internal: All internal departments and teams.

ESSENTIAL RESPONSIBILITIES

Essential Job Functions:

Digital Graphics: 35%

- Create dynamic and compelling static digital graphics for videos, presentations, and interactive media.
- Optimize graphics for responsive web design, ensuring a seamless user experience.
- Collaborate with digital team members to implement and refine digital graphics for better ROI.

Motion Graphics: 35%

- Create dynamic and compelling motion graphics for videos, presentations, and interactive media.
- Utilize animation techniques to enhance storytelling and engagement.
- Take photos and videos that can be leveraged in motion and digital graphics.

Graphic Design: 30%

- Develop visually appealing graphic elements for various digital and print materials.
- Design marketing collateral, presentations, social media assets, and other promotional materials.
- Ensure brand consistency across all campaigns.
- Stay updated on industry trends and incorporate innovative concepts.
- Coordinate with vendors to execute print or launch of graphic assets.
- Other duties as assigned.

Competencies:

Initiative:

- The ability to think outside the routine way of doing business and develop new ways of addressing needs, while adhering to established brand standards.
- Actively accepts ownership for accomplishing new and different requests and explores opportunities to add value to overall organizational goals.
- Review and proofread designs for errors before printing or publishing.

Adaptability:

- Adapt to evolving design trends and technologies, staying abreast of industry advancements.
- Willingness to learn and incorporate new tools and techniques into the design process.

Collaboration:

- Work closely with marketing teams, content creators, and other stakeholders to understand project goals and requirements.
- Participate in brainstorming sessions and provide creative input to enhance project outcomes.
- Communicate effectively with team members to ensure a smooth workflow and timely project delivery.

Project Management:

- Manage multiple projects simultaneously and prioritize tasks to meet deadlines.
- Provide accurate time estimates for project completion and deliver high-quality work within established timelines.

**Required Experience and Education:**

- Bachelor's degree in Graphic Design, Multimedia Design, or a related field.
- 3+ years of art/creative direction, design and print/digital experience
- Proven experience in graphic design, motion graphics, and digital graphics.
- Creative portfolio of work that shows diverse work across digital and print media.
- Demonstrate expertise in graphic design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign).
- Proficient in motion graphics tools like After Effects, Premier Pro, and other digital design tools.
- Excellent communication and collaboration skills.
- Ability to work independently and as part of a team.
- Detail-oriented with a keen eye for design aesthetics.

Mental & Physical Demands- ADA Guidelines				
Physical Demands				
Stand	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Walk	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Sit	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Handling / Fingering	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Outward	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Reach Above Shoulder	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input 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 type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Squat or Kneel	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Bend	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input type="checkbox"/> N/A
Lifting Requirements				
10 pounds or less	<input type="checkbox"/> Constantly	<input checked="" type="checkbox"/> Frequently	<input 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 type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Pushing and Pulling Requirements				
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 checked="" type="checkbox"/> N/A
> than 100 pounds	<input type="checkbox"/> Constantly	<input type="checkbox"/> Frequently	<input type="checkbox"/> Occasionally	<input checked="" type="checkbox"/> N/A
Definitions				

N/A	Not Applicable	Activity is not applicable to this occupation
O	Occasionally	Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
F	Frequently	Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
C	Constantly	Occupation requires this activity more than 66% of the time (5.5+ hrs/day)

HOW TO APPLY

Submit your resume and cover letter directly to talent@unitedwaygc.org with Multimedia 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.