

Graphic Designer & Communications Specialist

Who are we?

CareerWise Colorado is a nationally recognized initiative that is shaping Colorado's workforce through innovative, business-led youth apprenticeships. Through our work, we help Colorado businesses fill high-demand positions through apprenticeships that create real value and positive return on investment. At the same time, our apprenticeship model paves the way to good, well-paying careers for students, along with increased access to post-secondary education. This innovative approach has captured the attention of business, government and education leaders across the state and country.

The role:

Reporting to CareerWise Director of Marketing and Communications, the Graphic Designer will create and edit printed and digital collateral, including social media, for the purpose of recruiting and informing businesses, students, parents, schools and also supporting broader awareness aligned with team milestones and timeline.

What you'll do:

- Conceptualize visuals based on marketing objectives, messaging, audience and other requirements from creative briefs
- Work with marketing team and other departments to refine initial drafts through to completion on-time, on-brand and on-message
- Update and maintain WordPress-based website, including copy and design elements—ideally as both a developer and content editor.
- Maintain content and creative collection both physically and in the cloud to include graphics, photos, copy, signage, promotional materials, and media exposure.
- Support the marketing manager in creation of CareerWise Colorado newsletter and other communications, to be distributed through content marketing platforms.
- Perform various research studies on topics to include other apprenticeship or vocational training and career-readiness programs, industry certifications and curriculum, etc.
- Other duties as necessary, such as supporting communications and logistics for CareerWise Colorado and stakeholder events, staffing booths at various functions including career and apprenticeship fairs, and special projects in collaboration with other various departments and external partners as needed.

Required skills and competencies:

- Expert in Adobe Suite (Illustrator, Photoshop, etc...)
- Experience with custom WordPress development and web design
- Familiarity with content marketing and social media, including familiarity with platforms such as Active Campaign or Salesforce Marketing Cloud



Who are you?

- You have strong written and verbal communication skills
- You have high proficiency with Microsoft Office Suite and Google Docs
- Experience and interest in working in a fast-paced, rapidly changing environment where you may propose an idea on Monday and execute it on Thursday (we mean it)
- Experience in an entrepreneurial role/organization, where you will need to quickly and independently identify issues or take feedback
- Strong ability to work with the team to resolve problems and implement new solutions under tight deadlines
- Project management in a business environment – you can prioritize activities in an organized manner and work in an independent, self-directed manner against tight deadlines while collaborating with internal CareerWise teams
- Most importantly, you thrive in a high energy, dynamic team like ours. And we mean TEAM. We collaborate, engage in healthy debate, jump in where ever our skills are needed.

Sound interesting?

Click on this [link](#) to apply.

We are an equal opportunity employer that values diversity at all levels. All individuals, regardless of personal characteristics, are encouraged to apply.

If you need assistance or an accommodation due to a disability, you may contact us at careers@careerwisecolorado.org