

Graphic Designer

Position Description

Overview

CareerWise multiplies post-secondary opportunities and social capital for youth, and creates an innovative talent pipeline for employers by developing and supporting an innovative, sustainable youth apprenticeship system. Through this business-led, student-centered model, CareerWise brings together public and private stakeholders to ensure that students have access to the skills and knowledge they need for financial and academic success, and that businesses have access to highly trained talent. We believe the opportunities created through youth apprenticeship can help create a more equitable economy.

Reporting to the Director of Marketing & Communications, the Graphic Designer will work closely with other functional leaders and organizational units to support outbound marketing and communication efforts to students, parents, employers and education partners. This role will assist in guiding and maintaining the CareerWise brand as our model expands to communities across the nation. This role must demonstrate exceptional communication skills and reflect such skills in his/her design and written materials.

Responsibilities

- Create and edit printed and digital collateral for the purpose of recruiting and informing businesses, students, parents and schools
- Develop collateral templates and processes for non-designers to manage local materials
- 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 in both a developer and a content editor capacity
- Help 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 newsletters and other communications 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. to advise marketing strategy and design
- 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

Key competencies needed for success

- Comfort and expertise in Adobe Suite (Illustrator, Photoshop, InDesign, etc.)
- Comfort and expertise with custom WordPress development and web design
- Familiarity (and willingness to learn and become an expert) with content marketing and social media, including platforms such as ActiveCampaign, and/or Salesforce Marketing Cloud
- Ability to work effectively with a variety people and projects
- Excellent project management skills. Task oriented with a strong awareness of time and urgency
- Openness; to receiving feedback, to learn, and to connect and understand others
- Relationship building and relationship management skills
- Service orientation
- Adaptability
- Strong self and social awareness
- Self starter
- Optimism
- Proficiency with Microsoft Office and Google products
- Ability to work remotely, as well as travel around the Metro Denver Area as needed
- Diverse lived experiences and ability to honor and appreciate those of others
- Demonstrated passion for CareerWise mission and ability to deeply understand the complexities of the youth apprenticeship system that CareerWise is building

Compensation

Salary range for the role is \$40-50K. Title and salary will be commensurate with skill level and applicable experience. We offer a generous benefits package including group medical, dental, and vision plans, short-term disability, 100% vested 401k Plan with a 3% employer contribution, and Flexible Time Off to name a few!

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.

Deadline to apply: October 1, 2020