JOB DESCRIPTION

Job Title:	Visual Designer	Prepared By:	Human Resources
Reports to:	Marketing Manager	Approved By:	VP of HR
FLSA Status:	Non Exempt	Date:	May 2018

Donor Network West's mission is to save and heal lives through organ and tissue donation. We honor and respect the donors and families we serve with compassionate care, and inspire our communities to donate life. Every employee at DNW is responsible for fostering an organizational culture that is based on collaboration, support, and service. This includes being a proactive team player who strives for excellence by upholding the Donor Network West's core values of Teamwork, Integrity and Passion.

GENERAL JOB FUNCTION

The Visual Designer will design and produce graphic materials including Web site design. The Visual Designer will have strong collaborative and communication skills to ensure high level of client satisfaction and vendor relationships. The position will be responsible for photographic elements including photo/video editing.

JOB DUTIES AND RESPONSIBILITIES

Visual Design
- Develops visual communication strategies and communicates the benefits of transplantation in the diverse communities served by Donor Network West
- Uses creative thinking to develop concepts and finished materials from concept to production
- Maintains consistent Donor Network West branding in all created materials
- Designs and produces effective graphics to convey organizational messaging for company-wide marketing materials, both print and electronic (collateral and digital marketing requirements)
- Works with vendors on print and production ensuring a quality product
- Makes requested visual elements for corporate website and digital media outlets

Art Design
- Designs, creates and uses own original artwork for collateral and usage on digital platforms
- Hand draws and/or uses computer to produce artwork for materials

Website Support
- Works collaboratively with Marketing & Communication staff to visually design Donor Network West website maintaining organizational branding
- Responsible for web design

- Participates in quality assurance and web testing

Photography and Video Support
- Shoots professional photos as needed
- Proficient in editing photos and usage of PhotoShop, Illustrator, In-Design and/or other design-related applications

Marketing & Communications Support
- Provides support and/or assists with marketing & communication department and events as needed
- Performs other duties as assigned

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty. The qualifications listed are representative of the knowledge, skill, and/or ability required. This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Able to communicate and present information effectively and concisely within a team environment.
- Understand the needs of the organization and effectively formulate a plan of response. Clearly communicate this plan to organizational staff, as well as internal/external stakeholders.
- Successful implementation of campaigns, programs and events through visual design efforts.
- Possess extensive knowledge of public education, media relations, business development, and project management.
- Possess strong interpersonal, priority-setting and strategic skills.
- Requires strong attention to detail, written and verbal communication skills. The ability to work in fast-paced, dynamic environment and to adjust to new priorities is required.

EDUCATION AND EXPERIENCE

- Bachelor's degree, preferably with concentrated study in Graphic Arts/Graphic Design or related field
- 5 years of experience may be considered in place of educational requirements.
- Comfortable working within both the PC and Mac environments
- Expert computer graphics skills with photo editing skills
- Experienced with Web page design with the ability to build and modify Web pages within WordPress, MailChimp, and other current tools and programs
- The ability to build Web page elements and use of programs such as Flash to incorporate slide shows and interactive elements such as videos and slide shows on Web sites
- Exceptional attention to detail and proofreader
- Demonstrated communication and collaborative skills essential to project management

- Ability to use the design tools including but not limited to, In-Design, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver), WordPress, MailChimp, PageMaker and Final Cut Pro
- Proficient in operating camera and basic video equipment
- Sales and marketing experience in a corporate environment preferred
- Experience visual designing photos, videos, Ads for social media channels.
- Ability to draw, sketch and convey concepts is highly desired.
- Bilingual ability both written and spoken highly desirable particularly in Spanish and English.
- Proficient in all Microsoft Suite products including Word, Excel and PowerPoint.
- Must have ability to travel within the Donor Network West service area by car. Must maintain a valid California driver's license and current vehicle insurance based on California minimum insurance coverage standards.

PHYSICAL DEMAND OF WORK

On file in Human Resources.

EMPLOYEE ACKNOWLEDGEMENT

I acknowledge that I have received and reviewed the job description for my position and I feel that I can meet the requirements with or without reasonable accommodations. I understand that this job description is intended to describe the general content and requirements of the job and that it is not an exhaustive list of all duties, responsibilities and requirements of this position. I understand that Donor Network West has the right to revise this job description at any time.

Employee
Signature: Date:

Employee Name
(Print):   Date: