



## **Graphic Designer**

**Reports To:** Creative Director

**Exempt/Non-Exempt:** Non-exempt

**Part-time/Full-time:** Full-time

**Location:** Care Net offices in Lansdowne, VA or remote

**How to apply:** See instructions below

### **Position Focus:**

Reporting to the Creative Director, the Graphic Designer develops printed and multimedia materials for advertising, publications, events, website graphic support, and other graphic needs for Care Net. As part of the Marketing and Communication department, the Graphic Designer contributes to Care Net's overall messaging related to sharing the Gospel, defending the unborn, and building Biblical families. The Graphic Designer works with the various Care Net departments (Center Services, National Conferences, Major Donors, Church Outreach and Engagement, and Development) to deliver engaging, visually appealing, and effective designs that drive results and help meet Care Net's Mission and Vision.

### **Core Responsibilities**

- Assists the Creative Director in managing graphic design projects at Care Net.
- Adheres to brand standards, project processes, and follows guidelines for project approvals.
- Creates graphic design material for both print and digital needs, including, but not limited to manuals, handbooks (both print and e-publications), brochures, newsletters, flyers, reports, and advertisements.
- Works with all Care Net departments to meet their design needs, such as: company branded materials (stationary, business cards, etc.), direct mailings, multimedia presentations, creating infographics/charts from collected data, and media kits.
- Helps create media-ready graphics for all Care Net's social media platforms and blogs, such as: Facebook, Twitter, and Instagram, and the various Care Net blogs.
- Assists in designing materials for Care Net's conferences. Including, but not limited to promotional assets (postcards, stickers, t-shirts, etc.), banners, signage, and videos (preferred but not necessary).
- Regularly supports Care Net's various websites (Care Net University, Care Net Bookstore, Making Life Disciples, Abortion Recovery and Care, the Affiliate Portal and landing pages) by updating design content and assisting in providing specific graphics.

## **Additional Responsibilities**

- Helping communicate with vendors for the production of different branded materials.
- Other duties as assigned.

## **Minimum Qualifications**

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior.
- Agrees with and can uphold Care Net's Statement of Faith, Vision/Mission, and Core Values.
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity issues.
- Ability to work with a diversity of cultures and Christian denominations, backgrounds, and traditions
- 1-3 years of experience in professional graphic design.
- **Strong** skills in the following programs: InDesign, Illustrator, Photoshop, Acrobat, Microsoft (Word, Excel, PowerPoint), and Google Suite
- Has an understanding and working knowledge of ClickUp and Canva
- Manages a high level of written communication, is self-motivated with oral and interpersonal communication skills
- This position requires strong publication design skills: typesetting, page layout, and e-publication.
- Knowledge of the printing processes. Understanding of color processes. Works with vendors/printers to prepare print-ready materials and works within specifications.
- Well organized with an attention to detail. Can multi-task and prioritize responsibilities.
- Some experience in website design and UX design.
- Excellent prioritization and time management skills. Meets deadlines and works within a budget.
- Able to travel to Care Net conferences.

### **To apply:**

Please send a cover letter, resume, and current graphic design portfolio (NOTE: submissions will NOT be reviewed without a portfolio) to Rachel Parker, Creative Director, at [rparker@care-net.org](mailto:rparker@care-net.org). Ensure that the cover letter focuses on why you'd like to work for Care Net, along with your technical qualifications. No phone calls please.

Prepared By: Rachel Parker, Creative Director