



Position Title: **Graphic Design & Marketing Assistant**

Position Description:

Responsible for design and production for of all promotional materials for special events, programming, membership, business operations, Coastal Center operations, donor recognition, etc. Responsible for managing the Society's brand identity in all online, digital and printed materials. Develop and manage the Society's website to be a dynamic resource for the community with up-to-date and relevant content for our multiple audiences. This is a part-time position and work direction and priorities are given by the Director of Development & Marketing as direct supervisor.

Position Responsibilities:

1. Design and develop content for annual campaigns including Summer Appeal, Impact Report, membership mailings, as well as Donor Impact statements/stories
2. Create and update rack cards, flyers, digital images, ads, promotional and membership materials, in both print and electronic formats, as needed for major special events, programs, minor event promotion, benefit days, etc.
3. Develop and create miscellaneous Coastal Center pieces including letterhead, business cards, bumper stickers, notecards, postcards, rain checks, passes, etc.
4. Assist in maintaining the Society's website and blog as a dynamic presence with updated images and content in conjunction with the Communications and Public Relations Coordinator.
5. Develop and support online giving campaigns
6. Work in conjunction with Development Team and Departments to compose and create signage for donor recognition, visitor way signage and specialty education and conservation signage, exhibits, brochures, etc.
7. Work together with the Development Team and Departments to implement fundraising events, programs, communications, etc. as necessary for the organization.

Qualifications:

1. Strong graphic design and computer skills, expert written and verbal communication skills including strong knowledge of web development platforms Drupal or Wordpress, Adobe Suite, including InDesign, Illustrator and Photoshop. A working knowledge of Microsoft Office including Word, Excel, Power Point and Outlook.
2. Ability to function in a work environment which includes moderate noise level, outdoor activities and have the ability to be on feet for up to 3 hours at a time and lift 50 pounds.
3. Bachelor's degree in Graphic Design, Marketing or Business Management preferred.
4. Three to five years related experience or training.
5. Ability to work well with Volunteers, Staff, Members and public constituents and take direction from supervisor. Nonprofit experience preferred.

07-30-21