



Position Title: Web/Graphic Designer
Department: Marketing and Communications
Reports To: Director of Marketing and Communications
Location: Remote
FLSA Status: Exempt, full time

Summary: Design and improve digital and physical assets for PWSA | USA including website, fundraising content, email campaigns, brochures, presentations, reports, covers, layouts, landing pages, logos, and social media. The Web/Graphic Designer is responsible for the layout, usability, and visual appearance of PWSA | USA's website to increase and ensure user engagement and satisfaction. The Web/Graphic Designer will create visual text and imagery concepts to communicate ideas that inspire and inform users.

A developed skill set of the following is required, among others:

- InDesign
- Illustrator
- Photoshop
- WordPress
- CSS/HTML/CMS platforms for front end development
- Google / Microsoft program suites

Duties & Responsibilities:

- Create design elements, theme, and photo selection for PWSA's website.
- Ensure the site is both visually pleasing and user friendly and encourages visitors to stay around for as long as possible. In addition to the general framework and layout structure, ensure web pages translate well across various devices and with different browsers.
- Edit images including resizing and cropping images, correcting colors, and ensuring that images are correctly formatted and optimized for mobile and desktop web browsers. Create images from scratch as vector images that can be repurposed throughout the site.

- Ensure design and structure of website keeping needed coding in mind; work with developers as needed to develop and implement code. Ensure front-end and back-end elements work together as expected. Adhere to industry standards and best practices.
- Use web content management system to collect and analyze data on website usage to improve performance. Implement and maintain high quality SEO policies.
- Develop and design layouts, including copy and images, for promotional materials, signs, PowerPoints, brochures, reports, stationery, and other branded collateral.

Key Accountabilities:

- Regular, reliable attendance within assigned hours
- Meeting all deadlines
- Working positively and constructively with teammates, Board members, vendors, and PWSA | USA constituents to enhance PWSA | USA's reputation and advance its mission.
- Advancing knowledge and understanding of PWS by continual learning, listening, reading, and participating in PWS program activities and events.

Qualifications:

- A minimum of three years of experience in the communications field; nonprofit experience a plus
- Degree (or equivalent) in Web Design and Development, Multimedia Design, Interactive Computing or Digital media
- Advanced knowledge of Adobe Creative Suite, InDesign, and other current web and graphic design software. Experience with HTML, CSS or other web development programs a plus
- An understanding of the principles of website design and accessibility standards, especially with WordPress
- Demonstrated solid understanding of graphic design principles, printing procedures, photography, and video
- Demonstrated original and successful original design skills
- A keen eye for detail and the ability to juggle multiple priorities
- The ability to work remotely and autonomously while adhering to schedules and deadlines