



**Position:** Graphic Designer  
**Employee Type:** Full Time, Salaried, Exempt  
**Supervisor:** Senior Director, Marketing & Communications  
**Department:** Marketing & Communications

## Job Profile

### POSITION PURPOSE:

The graphic designer is responsible and accountable for concept, design, and development of responsive email designs, landing pages, social media, digital graphics, printed collateral materials, presentations, and other promotional campaigns. The graphic designer stewards the Living Water brand across all platforms of the organization.

### DIMENSIONS:

Direct Reports	0
Travel	5%
Budget Management	\$ 0

### JOB REQUIREMENTS:

EDUCATION	<ul style="list-style-type: none"><li>• Bachelor's Degree in marketing, journalism, communications or related field</li><li>• Minimum 3 -5 years of relevant work experience</li><li>• Must have a portfolio to demonstrate capabilities</li></ul>
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### BUSINESS COMPETENCIES & GENERAL SKILLS

<ul style="list-style-type: none"><li>• Ability to effectively present ideas—both verbally and visually</li><li>• Builds relationships and works well cross functionally</li><li>• Ability to work in collaborative team environment</li><li>• Innovative</li><li>• Interpersonal skills</li><li>• Customer-focused orientation</li><li>• Proficient in Microsoft Office Suite</li><li>• Background in traditional design disciplines with an emphasis on design for digital and multimedia applications</li><li>• Experience weaving multimedia projects together from various media sources and knowledge of the latest design trends in print, web, and interface</li></ul>	<ul style="list-style-type: none"><li>• Organizational awareness</li><li>• Demonstrated ability using layout and design software packages such as but not limited to: InDesign, Photoshop, Lightroom, and Illustrator. After Effects and Premiere Pro knowledge, a bonus.</li><li>• Concept, design and development for responsive email designs, landing pages, banner creative, social media, web graphics, print, and collateral materials.</li><li>• Extensive knowledge of MailChimp or other responsive email template solution required</li><li>• Photography and/or video experience preferred</li><li>• Mac and PC proficiency</li><li>• Coding experience a plus (HTML5, CSS, Java)</li><li>• Organization/time management skills</li><li>• Able to manage stress in a healthy manner</li></ul>
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## AREAS OF RESPONSIBILITY

- Maintain the brand standards of Living Water through concept, design and development of responsive email designs, landing pages, website banner creative, social media, digital graphics, print, collateral, presentations, and other promotional campaigns for the organization on a global level.
- Design and develop materials for activities such as direct mail, brochures, infographics, proposals, and PowerPoint presentations.
- Support Houston-based clients as well as Regional Development Offices and International Field Offices.
- Manage multiple, varied projects with complex timelines and production schedules, which requires managing both vendor and cross-team relations.
- Manage web content edits, corrections, and additions in collaboration with website agency.
- Discern when custom design be required and/or when template adaptation is better suited.
- Digital asset management and digital resource management.
- Team collaboration.
- Think creatively and use innovative ideas to come up with new concepts and designs
- Manage and coordinate graphic design projects from concept through completion
- Create and conduct high persuasive and aesthetically appealing presentations
- Edit and proofread copy supplied by staff and management
- Additional responsibilities as needed.