

## Digital Designer (One-year term position)

**Position type:** Full-time / One-year contract

**Reports to:** Sr. Communications Manager

**Location:** Flexible/Remote

The Digital Designer plays a central role in making Yosemite Conservancy's visual brand consistent, current, and captivating. As our in-house specialist, this position works closely with our long-time graphic design agency on projects with longer lead times. They'll also add capacity to the team by creating quick turnaround digital-first pieces ranging from email invitations and templates to flyers, social media graphics, fundraising materials, digital ads, and more. Additionally, this role will edit photo and video assets and support long- and short-term video projects for our website, email, and social channels.

The Digital Designer is a key brand steward for the Conservancy, bringing creativity and top-notch design aesthetic to projects big and small, and is our go-to lead on centennial-branded materials. This position works closely with colleagues on the marketing team and other departments, as well as with outside consultants and contractors.

The Conservancy marketing team thrives on collaboration. Each role takes the lead on specific projects but is designed to be flexible. Specific responsibilities might shift month to month, depending on each person's capacity and the organization's needs. We work together to create and share informative, inspiring content that keeps our community excited about the Conservancy and engages potential new supporters.

### Who We Are

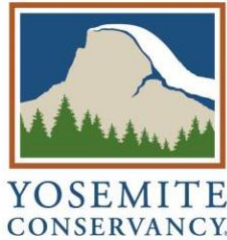
We're passionate about Yosemite — and about helping all people connect with, learn about, and take care of the park. As a member of the Conservancy team, you'll be making a difference for Yosemite every day. We work together to provide enriching visitor programs and services, and to support projects that protect wildlife, restore trails and habitat, advance scientific research, inspire visitors, and much more.

### What You'll Do

The Digital Designer reports to the Sr. Communications Manager and is responsible for the following:

#### Leads:

- **Branding:** Under the direction of the Sr. Communications Manager, ensures the consistent visual branding of Yosemite Conservancy across digital (and sometimes print) mediums using established brand guidelines.
- **Creative strategy:** Develops strategy and tactics to address the objectives of design projects. Works with marketing team colleagues and internal clients to brainstorm ideas and find solutions.
- **Graphic design:** Works quickly, accurately, and independently on a variety of digital-first materials. Tailors design to suit target audiences, while adhering to Conservancy brand guidelines. Creates mood boards and rough comps for internal stakeholders.



- **Photo and video editing:** Oversees editing/retouching of photos as necessary and leads in-house video editing to support long- and short-term projects for website and social channels.

#### **Supports:**

- **Project management:** Works with our Marketing Coordinator to support project management for creative projects, including using project management programs to document and manage tasks and timelines, coordinating progress across the team and collaborators, and proactively communicating to ensure relevant design and video projects meet deadlines.
- **Asset management:** Assists in the management of our digital photo and video assets in our digital asset management system, Webdam.

## **Who You Are / Keys to Success (the must-haves)**

To be successful in this job, you will excel in these areas:

#### **Hard skills:**

- Advanced-level knowledge of Adobe Creative Suite, including Illustrator, InDesign, Photoshop, Premiere Pro, and/or other photo and video editing platforms.
- Knowledge and experience creating artwork optimized for various email, web, and social platforms.
- Experience retouching, sizing, and editing images; and editing and creating video files that are accessible/508 compliant, including the creation of captions and audio descriptions.
- Familiarity with project management tools like Asana and Trello (we use Notion) to track and manage assigned projects.
- Familiarity with Microsoft Sharepoint, Dropbox, and other file sharing programs that help keep files and notes organized.

#### **Soft skills:**

- Committed to continual learning and teaching, to the Conservancy mission, and to advancing a culture of inclusion in the organization and in Yosemite.
- Demonstrated experience stewarding an established brand, understanding its nuances, and translating design speak into layman's terms.
- Able to communicate clearly and effectively with a variety of internal and external stakeholders. (For example, comfortable in client input meetings and know how to ask questions that get to the core of a problem;)
- Able to prioritize, quickly manage multiple projects, and meet multiple deadlines. Completes projects on-time and on-budget, and communicates early when deadlines are at risk.
- Detail-oriented and solutions-orientated, while also being collaborative, creative, and flexible.
- Self-starter who displays initiative and can work independently when taking on new projects as requested.



The following are plusses, but ***not*** requirements:

- 3-5 years of professional experience in graphic design and photo/video editing, with some experience in nonprofit sector or in a cause-oriented field.
- Bachelor's degree in marketing, communications, journalism, public relations, or related area.

## Working Conditions

- Primarily desk-/computer-based, with regular meetings (in person, or via video or phone).
- Occasional travel to Yosemite and/or San Francisco for meetings, photo/video shoots, and general relationship-building with the park and with colleagues, which could involve weekend and evening hours and travel on uneven ground.
- Potential to lift, carry or otherwise move objects weighing up to 30 pounds.

## What Else You Should Know

We value diversity among our staff just as we value it among park visitors. As such, Yosemite Conservancy is an equal opportunity employer, and we encourage people of all backgrounds to apply to join our team. We especially encourage people of color, LGBTQ people, transgender and gender non-conforming people, and people with disabilities to apply.

**The position is full-time for a one-year contract** (position may be extended pending funding) and can be based remotely within the United States, with core work hours on Pacific Time. We travel a couple times per year to co-work and meet with park-based staff.

The salary for this position starts at \$60,000, with exact salary depending on experience.

We also offer excellent benefits, including:

- 11 annual holidays and 2 floating personal days
- 100% paid premiums for employee health insurance
- Vision and dental insurance
- Basic life insurance
- Vacation and sick leave
- Retirement program (following one year of employment)
- Annual National Parks pass
- Stipends to visit Yosemite National Park twice a year
- and more

## How to Apply

Please fill out [this short form](#) by **Feb. 11, 2023 to apply**. The form includes a short questionnaire and a place to upload your cover letter and resume, and link to your portfolio or upload 3 to 5 work samples. All applications will be reviewed when the application period closes.