



Graphic Designer

DEPARTMENT: Marketing Communications

ACCOUNTABILITY: SVP, Marketing Communications

JOB LOCATION: Atlanta, Georgia

COMPANY DESCRIPTION

Operation HOPE is a nonprofit for-purpose organization working to disrupt poverty for low and moderate-income youth and adults. Our focus is financial dignity and inclusion. Through our award-winning HOPE Inside programming model, we equip young people and adults with the financial tools and education to secure a better future—coaching them through their personal aspirations and life’s challenges, and facilitating their journey to financial independence.

JOB SUMMARY

The role will provide visual communications support to the organization. The Graphic Designer will coordinate with the marketing communications leader to plan, design, and execute creative deliverables, while ensuring that the Operation HOPE brand guidelines are followed and visual communication standards are met.

DUTIES AND RESPONSIBILITIES

- Design, layout, and produce compelling marketing and sales collateral including advertising, flyers, brochures, website graphics, signage, and promotional items
- Follow established graphic design standards/processes to ensure quality and consistency
- Develop dynamic designs of brand identity elements, including logos, typography, photography, digital art
- Prepares work to be accomplished and plans concepts by gathering information and materials, using graphic design and/or multimedia programs and tools
- Illustrates concepts by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts
- Obtains approval of concept by submitting layout for proof approval
- Liaison to company external production partners to coordinate and prepare finished copy and art for printing and mailing
- Maintains technical knowledge by attending design workshops; reviewing professional publications, using webinars for specific product training

- Creates and maintains artwork for Operation HOPE's websites and social media/digital platforms
- Other duties as assigned

REQUIRED SKILLS AND EDUCATION

- Bachelor's degree in graphic design/multimedia media studies; at least 5 years' work experience in the design/creative field required
- Expert using current graphic and multimedia programs and platforms, including, Creative Cloud 2017: Adobe Illustrator, Photoshop, InDesign, basic HTML, Google Drive, InVisionApp, Microsoft Office Suite
- Experience creating designs for digital advertising and websites
- Advanced skills with logos, dynamic branding, and typography
- Proven conceptual and technical design capabilities
- Customer focus, creativity, flexibility, positive attitude, self-motivated, attention to detail, deadline-oriented with acute vision
- Comprehensive knowledge of innovations and trends in color, typography, photography, and print production
- Highly proficient in computer design on Mac with thorough knowledge of graphic design software
- Strong attention to detail with excellent written communication skills with emphasis on proofreading and grammar
- Ability to work under pressure and recognize the criticality of meeting stringent deadlines
- Experience working on multiple projects with competing resources and deadlines
- Strong writing, documentation, and communication skills
- Strong creative thinking skills
- Ability to learn new skills and assume new responsibilities
- Ability to work cooperatively in a team environment
- Exceptional interpersonal skills with a strong customer service orientation
- Ability to problem solve by analyzing issues, creating action plans then making recommendations
- Ability to manage projects and prioritize/self-direct work flow

PORTFOLIO REQUIREMENT

- Portfolio that demonstrates comprehensive graphic design capabilities

EEO STATEMENT

Operation HOPE is an Equal Opportunity Employer, all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, age, national origin, protected veteran status, disability status, sexual orientation, gender identity or expression, marital status, genetic information or any other characteristic protected by law.

HOW TO APPLY

To ensure full consideration please visit our website at: www.Operationhope.org and click on careers.