



**Staff Position Description:
Communications Team Member: Graphic Designer**

Inherent in each staff position within Alpha Xi Delta Fraternity is an obligation to commit to the Fraternity's vision: Inspiring women to realize their potential. Further, each position includes a responsibility to promote and carry out the Fraternity's mission: To enrich the life of every Alpha Xi Delta.

RESPONSIBLE TO: Director of Communications and Marketing

DEPARTMENT AND CLASSIFICATION: This position is a member of the Communications & Marketing Department of the Fraternity. The position is classified as non-exempt. It is fully remote and a full-time position at 35 hours/week.

INTERNAL RELATIONSHIPS: Every Alpha Xi Delta staff member is integral in fulfilling the Fraternity's vision and mission. Although a position may generally require collaboration more with one staff member than with another, all staff members work cooperatively and respectfully with each other.

This position regularly collaborates across all departments of Fraternity Headquarters, has contact with volunteer leaders, college chapters and alumnae associations.

EXTERNAL RELATIONSHIPS: Has contact with vendors who provide products and services for Alpha Xi Delta's marketing efforts.

Ensures Alpha Xi Delta has a meaningful presence and visibility in all key fraternal organizations and associations, maintaining personal and active membership wherever appropriate.

Represents Alpha Xi Delta and ensures that it is highly and positively visible to its campus communities, stakeholders and publics.

Staff Position Description: Communications Team Member – Graphic Designer

QUALIFICATIONS:

Bachelor’s degree in graphic design, visual arts, communications, marketing, or related field. At least two years of graphic design experience.

Proficiency in Adobe Design Suite Products including, but not limited to Illustrator, Photoshop and InDesign. (Alpha Xi Delta uses Mac OS)

Working knowledge of Microsoft programs and Canva

Experience and/or knowledge of a content management system and/or HTML Strong verbal, written and interpersonal skills

DUTIES AND RESPONSIBILITIES

Graphic Design

- Maintains a strong, positive and consistent public image for the organization.
- Design all print and digital collateral as needed for: Educational packages, manuals and workbooks; marketing materials to support philanthropic efforts for the Kindly Hearts Initiative; the National Housing Corporation; Alpha Xi Delta chapters; volunteer teams and other areas as needed.
- Create compelling and effective logos, designs, print and digital media
- Develops graphics, illustrations, and other creative materials for the web, social, and other digital platforms that is on-brand, and is appropriate for our various audiences.
- Assist with the design and animation of motion graphics- Gifs, short videos, etc.

Miscellaneous

- Travel as needed to industry specific conferences and Fraternity business. 1-2x per year.
- Collaborates with the Communications and Marketing team for marketing campaign creation.
- Perform duties as assigned by the Director of Communications and Marketing.

CANDIDATE QUALITIES THAT WILL BE BENEFICIAL FOR THIS POSITION:

- Ability to manage multiple projects at once and be organized.
- Open and responsive to critique.
- The ability to take projects through the full lifecycle: initiation, research, concept, design/ layout, refinement, and production completion.
- Consistency and accuracy of overall brand communications through close attention to detail.
- Awareness of current trends in visual arts, advertising, design, printing, and internet applications.
- Ability to work well in a team setting to ensure a clear understanding of strategic and creative direction of each project.
- Self-motivated and able to work independently with minimal supervision.
- Ability to ensure all deadlines are met and materials produced are created with a best-in-class mindset.
- Technically proficient with the ability to troubleshoot and problem-solve.
- Excellent communication skills.
- Shared sense of purpose and commitment to the success of the organization.
- The desire to learn and apply new technology, and the passion and excitement for exploring new opportunities for making an impact.
- Creative self-starter.