

JOB DESCRIPTION HOPE HOUSE OF COLORADO

MISSION STATEMENT: Hope House of Colorado empowers parenting teenage moms to strive for personal and economic self-sufficiency and to understand their significance in God's sight, resulting in a healthy future for them, and for their children.

TITLE: Senior Designer

HOURS: Full Time; 32 - 40 hours a week

REPORTS TO: Director of Development

BASIC SUMMARY: The Senior Designer position is a Development position. The Senior Designer (hereafter referred to as "SD") is responsible for developing the annual master communication plan, in conjunction with the Director of Development (hereafter referred to as the "DoD"), and Public Relations Coordinator (hereafter referred to as the "PRC") and for implementing that plan. The SD is responsible for all communications for Hope House as an organization, as well as for all Hope House Programs. The SD is responsible for the graphics and overall design of all communications pieces for Hope House of Colorado. SD oversees all web based and social media communications. The SD is responsible for the content and updates of the Hope House web site. The SD is responsible for maintaining the consistency of the Hope House message/marketing of the organization/ and materials needed by the organization.

SPECIFIC RESPONSIBILITIES:

EVENTS:

- SD will create all event pieces including invitations, programs, signs & banners, media, press releases photos, thank you's, etc.
- SD will create event logos and themes
- SD will collaborate with event committees
- SD will attend and photograph events or coordinate photography volunteers as needed
- SD will assist D Team at events as needed

DIRECT MAIL:

- SD designs all print pieces for direct mail, including, but not limited to, newsletters, direct mail appeals and all Hope House cards as needed.

ANNUAL REPORT:

- SD is responsible for collaborating DoD and PRC in designing the Annual Report, and will be asked for input in designing the annual report template
- SD will also gather needed report pieces and materials

PHOTOGRAPHY

- SD is responsible for taking or scheduling, and maintaining updated, professional quality printed photographs of teen moms and their children in each Hope House program
- SD is responsible for the editing, organization, and archival of all photos both digitally and maintain photos for appreciation process
- SD may coordinate with program managers to provide photographs to teen moms
- SD will supervise the use of the Hope House cameras and video camera, sign up sheet
- SD works with Volunteer Coordinator to obtain volunteer photographers for events or functions
- SD provides photos to PR Coordinator as requested, for PR pieces

WEBSITE

- SD will collaborate in the development of the Hope House web site and will maintain and update the site, keeping pictures and information current, bringing suggestions forward on making the site current
- SD is responsible for web-based projects & modules
- SD will maintain a positive relationship with web developer
- SD will collaborate with the Development Officer for all projects that relate to the Hope House database; i.e. event tickets and eTap projects
- SD will be the liaison between the web designer and make updating edits adding & organizing new pages

WEB BASED COMMUNICATIONS

- SD will oversee design and training of all e-newsletters for Hope House programs, collaborating with the DO on online express through RaisersEdge to update and expand database
- SD will create, format and send all html e-mails as needed (KS, Bedrock Builders, HHYP)
- SD is responsible for creation and maintenance of Hope House social media (Facebook, Instagram, Linked IN, Pinterest, ED Blog and (Twitter PRC is responsible for posting)
- SD will create all social media sites and content, responsible for implementing and researching new social media
- SD will train staff on the use of the website and Hope House Social Media as needed
- SD will attend regular training to stay current on web communication trends and tools

MARKETING:

- SD is responsible for creating, maintaining and updating the Communications Plan throughout the year including major events in collaboration with PRC & DOD
- Develop and maintain graphic standards on all pieces in Hope House Style Guide
- Annually review Hope House style guide with PRC

- SD is responsible for maintaining a consistent message on all printed or web based communications material
- SD maintains logo, business cards, letterhead, information packet, thank you cards, giving envelopes, videos, resource directory, calendars, sponsorship folders, display boards, signs, banners, videos, picture boards etc.
- SD maintains and updates all collateral stock with AD
- SD works with PRC, DOD & AD on Content Planner via SmartSheet
- SD will proof the formatting of all Hope House Collateral

DEVELOPMENT:

- SD will collaborate with the Development Team on all projects and upcoming events including direct mail strategies, branding, small events, and videos
- SD will collaborate with PR Coordinator on press releases and branding
- SD will attend development meetings and trainings pertinent to position
- Will update Metrics for DoD on key media measurements at least 2 times a year
- Attend Program meetings as needed to stay current on program needs
- Drive vans or eat lunch w/the girls bi-monthly. Dinner at the house 1 -2 times a year

OVERALL:

- SD will maintain a positive relationship with print shop and volunteers
- SD will coordinate all projects directly with print shop to be ready by specified deadlines
- SD is responsible for maintaining computer files for all work, and for back up and preservation of all print pieces
- SD is responsible for managing & appreciation of specialized multimedia volunteers & volunteer photographers in any of the above areas

QUALIFICATIONS:

- Graphic Design or Fine Arts
- degree; communications preferred
- 2-3 years experience in design
- Strong organizational skills required
- Ability to manage multiple on-going projects and work in a fast paced and changing environment
- Strong written and verbal communications skills required
- Experience with graphic design and knowledge of graphic design software
- Ability to work in Adobe Creative Suite Programs. Experience with MacIntosh required
- Email marketing experience & Microsoft Office Suite

COMPETENCIES:

- Accountability & Dependability
- Adaptability & Flexibility
- Attention to Detail
- Creative & Innovative Thinking

- Champion Focus
- Managing Projects or Programs
- Results Focus & Initiative
- Advocates Causes