

Design & Layout Specialist or Associate

Job Posting

The Asset Funders Network (AFN) is:

- the leading national non-profit membership organization that engages philanthropy (public, private, financial institutions, non-profit and corporate) to advance equitable wealth building and economic mobility.
- a membership organization for funders. To achieve its mission, AFN informs, fosters connections across networks, influences grant giving strategy, and builds momentum for system change.
- committed to advancing diversity, equity, and inclusion internally and externally.
- staffed by committed, collaborative and experienced professionals located across the country to advance the AFN mission.

The Asset Funders Network is seeking a skilled and highly motivated individual to join the organization. The Design & Layout Associate is responsible for ensuring that text, images, and media is in compliance with the AFN style guide and for developing creative layout and graphics to illustrate and enliven asset building content in briefs, advocacy fact sheets, AFN's website, social media, email communications, and marketing of events.

The position reports to the Membership Director in coordination with the Communications Strategist, secondarily reporting to the Managing Director, and generally to the President and CEO.

Primary Objectives (Deliverables)

1. Design and Layout - coordinate with lead content staff, authors, and communications strategist for assigned briefs or spotlights at the national, regional or projects
2. Creative Content Design and graphics as assigned for social media, Conference, webinar series, projects under the supervision of Membership Director and Communications Strategist to engage funders and stakeholders to participate in AFN
3. Communications Design Development and Coordination (ensure brand training and adherence, help to identify and choose images across media, develop and finalize communications)
4. Provide creative input on strategies to help AFN achieve strategic plan objectives

The employee will be asked to perform some or all of the following objectives and tactics.

Communications – Layout and Design

1. Perform as assigned by the supervisor or communications strategist to design and layout briefs, reports, strategy spotlights, and other communications written by experts in the field or AFN staff. This may include:
 - a. editing to final copy process,
 - b. development of creative direction
 - c. providing creative layout and design,
 - d. ensuring layout revisions are incorporated in final,
 - e. conceptualizing the manner to present the brief on the website (not just as a document upload)
 - f. Overseeing layout quality.
2. As assigned, design, support or develop eblasts or other event marketing communications.

Biennial National Conference:

Provide support for AFN National Conference including:

1. Develop and/or update conference branding
2. Design and develop conference sponsorship one pager
3. Design or finalize layout of materials (for the conference app) as assigned
4. Provide technical assistance support to TechHelp with website, registration or other issues as identified
5. Develop eye-catching, creative communications to market the conference

Internal/Build

1. Ensure compliance with the AFN style guide for layout and presentation of AFN materials and content.
2. Support the maintenance and updating of the style manual
3. Adhere to the AFN internal branding protocols
4. Follow standards and internal process routines for content to be uploaded on website or sent as an e-blasts in coordination with AFN's Tech Help team.
5. Participate in general staff meetings (6-8 a year)
6. Support monthly integration and coordination agenda setting and problem solving
7. Optional - provide backup technical support and/or webinar coordination as needed
8. Participate in internal committees as appropriate

Skills and Qualifications

Essential Knowledge, Skills and Experience

- Bachelor's degree in Graphic Design, Visual Arts, or similar.
- 3+ years of experience as a layout designer or graphic designer.
- Proficiency with industry desktop publishing tools including Adobe Photoshop, InDesign, Quark, and Illustrator.
- Excellent composition and visual design skills.
- A deep understanding of typography principles
- Artistic and drawing skills
- Advanced proofreading skills
- Experience and comfort working independently and remotely with colleagues
- Experience working with multiple stakeholders (customers)
- Excellent communication skills.

Preferred Knowledge, Skills and Experience

- Experience with WordPress, MailChimp, and Insightly preferred or comparable CMS and e-marketing platforms
- Experience with list management via CRM tools such as Insightly
- Strong command of Google Documents, email, and Microsoft Office Suite.
- Experience with online video recording, editing and posting a plus.
- Past experience working within online content management systems
- Past experience working remotely

Location for Work

Work is remotely performed with occasional travel.

Compensation

Title and salary are dependent on the applicant's skills and experience.

Salary Range

This position starts at 75% of full-time employment which is equivalent to \$50,000 plus benefits. A negotiated salary will reflect experience and the % FTE.

Benefits

Benefits include a 401K contribution, health expenses reimbursement (QSEHRA), home office expense reimbursement (up to \$2500 per year), PTO, and more.

Term

This is a one-year employment contract with the potential for renewal depending on funding and performance.

Maximum hours of work

This is a one-year employment contract with the potential for renewal depending on funding and performance.

This is an exempt position and is flexible in regards to hours: part-time or full-time (30 hours per week).

Employees can engage other clients and volunteer activities subject to conflict of interest rules.

About AFN

The Asset Funders Network (AFN) is the leading national membership organization engaging philanthropy to advance equitable wealth building and economic mobility.

How to Apply

Interested candidates should submit their resume, salary requirements, and a statement of interest to employment@assetfunders.org. Please reference the position title in the subject line of email. Candidates will be reviewed on a rolling basis.