

# LaunchCode: Graphic Designer

## LaunchCode

LaunchCode is a non-profit solving the tech talent gap and paving new pathways to economic opportunity through apprenticeships and job placement in technology. We're seeking a super motivated designer to lead NASA-safety-check-level-crucial elements of our Marketing and Design team, and help us expand tech greatness in the St Louis area. This is a full-time, contract position for 6 months.

## Graphic Designer

The Graphic Designer is responsible for the design and execution of a wide array of print and digital materials to support our mission, programs, outreach, and funding goals, while generally making our brand and services look amazing. Efficient and effective marketing support of our internal users' needs, requests, and initiatives on an ongoing basis. Create relevant and exciting content in line with brand standards and marketing strategies, and collaborate with other team members and staff on new ideas and strategies to improve our programs and delivery.

## Responsibilities

### **Create effective marketing and support materials for varied uses.**

- Design and copywriting for engaging, relevant content aimed toward our varied audiences across all platforms while upholding brand standards.
- Creation of brand program logos, photography, illustrations, emails, course materials, event needs, etc — translating organizational ideas and needs into print and digital assets.
- Create original brand and programmatic materials for multiple outside audiences to be shared through newsletters, blogs, stories, and posts on multiple channels.
- Design custom targeted campaigns in collaboration with others in marketing, impact, company, and training teams based on strategic priorities. May include digital or traditional media, advertising, emails, presentations, and other shareable collateral.

### **Design, build, and maintain systems to meet internal customers' needs.**

- Work with marketing team to improve our services to internal users. May include facilitating a request process, setting project expectations, ensuring common resources are easy to find & use, reducing other pain points in the process.
- Practice and lead good stewardship of our creative files and assets for future use, internal client self-service, and easy access.
- Support effective implementation of marketing plans and initiatives through communication, collaboration, and coordination with other programmatic and support teams.
- Create and refresh LaunchCode signage, facilitation materials, pertinent brand info, etc for staff needs at all locations.
- Help maintain inventory and order status for organization's branded assets.

### **Social media and blog collateral creation**

- Curate outside content and create original social and blog content according to overall Marketing content calendar.
- Monitor each channel's social media audience activity and respond in a compassionate and helpful way in line with our brand voice to improve our program users' experiences.
- Work with others on marketing team to build a strong presence on various social media platforms.

### Qualifications

- Strong design concept and execution skills.
- An inclination toward teamwork and collaboration.
- Creative problem solver with a learning mindset.
- Requires strong interpersonal skills.
- Ability to manage the schedule and timing of many projects at once from multiple requestors.
- Remarkably good attention to detail.
- Pro at Adobe InDesign, Illustrator, and Photoshop (bonus points for XD, Premier Pro, After Effects, or Adobe Animate).
- Comfortable with sketching, storyboarding, wireframes, and prototyping.
- Fearless question-asking and idea-trying.

- Self-motivated to always be learning and apply learnings to improve work.

## Position Type

Full-time, contract — 40 hours/week for 6 months

## To Apply

Apply online by filling out the form above. No phone calls, please. References should be available upon request. Applications will be accepted on a rolling basis until the position is filled. We highly recommend applying as early as possible for the best chance of moving forward. The employment eligibility of all new hires will be verified using E-Verify.

## We Heart Diversity

LaunchCode supports and fosters leadership from underrepresented communities. We strongly encourage folks from immigrant communities and communities of color, as well as those who identify as women, LGBTQ or under-resourced to apply. LaunchCode is an Equal Employment Opportunity Employer. Program and employment policies of LaunchCode are nondiscriminatory in regard to race, color, gender, religion, age, national origin, disability, veteran status or sexual orientation.