



*Our Mission: To leverage the power of food to end hunger and build healthier communities.*

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**Revised:** December 2018  
**Title:** Graphic Designer  
**Department:** Development  
**Reports to:** TBD  
**Status:** Hourly, Non-exempt, Full time

### **General Description**

Foodlink is seeking a high-energy, self-motivated Graphic Designer. Under the supervision of the Communications Manager, the Graphic Designer will be responsible for increasing Foodlink's brand recognition within the community and for enhancing communications through design. This person will be responsible for the design and brand application for advertisements, marketing brochures, newsletters, annual reports and signage as well as website maintenance, social media, video editing/production, and special event support. The successful candidate **MUST** have the graphic design skills to produce in-house promotional materials in accordance with Foodlink branding guidelines.

**Essential Duties and Responsibilities** include the following. Other duties may be assigned.

- Implement Foodlink's marketing strategy through design of marketing and advertising materials
- Ensure Foodlink's branding guidelines are upheld in all communications/marketing materials
- Develop and design promotional materials, newsletters, presentations, signage, etc.
- With the Communications Manager, design and update website to effectively reach target audiences (WordPress experience helpful)
- Monitor and engage in social media channels including Facebook, Twitter, Instagram and LinkedIn
- Support coordination of all Foodlink events with collateral materials from inception to conception
- Perform additional duties as required.

### **Minimum Qualifications**

- Related education or training; bachelors degree required
- Demonstrated graphic design acumen with portfolio
- Working knowledge of the value and effective use of social media;
- Experience in website design
- Excellent written and oral communication
- Exceptional organizational and project management skills.
- Proven ability to maintain strict deadlines and significant attention to detail.
- Enthusiastic, positive and professional team player
- Proficient in MS Office Suite, Adobe Creative Suite, and Final Cut Pro, InDesign, Photoshop
- WordPress, basic HTML a plus

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee is frequently required to use hands to handle or feel items such as documents. The team member is occasionally required to stand; walk and reach with hands and arms. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.

## **Work Environment**

The work environment characteristics described here are representative of those a team member encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually quiet.

*Note: The above description is illustrative of tasks and responsibilities. It is not meant to be all inclusive. Employees will follow other instructions and perform other related duties as required.*

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### **The Foodlink Way**

- ✧ Passion and commitment to our mission
- ✧ Going above and beyond what is required
- ✧ Seeing our roles as more than just a job
- ✧ Proactively seeking improvements
- ✧ Having the ability to adapt to change

The Foodlink Way is description of who we really are as demonstrated by what we say we value and what we do to express those values.

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**Everyone is welcome here!** Foodlink is an equal opportunity employer. All applicants will be considered for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, genetics, veteran or disability status.