



**Job Title: Graphic Designer**

**Department: Marketing & Communications**

**Reports To: Assistant Director of Marketing and Creative Design**

**Company Overview** With offices and camps in Farmingdale, Toms River and Waretown, Girl Scouts of the Jersey Shore (GSJS) serves approximately 11,000 girls and adults in Monmouth and Ocean counties. Girl Scouts is the world's preeminent leadership development organization for girls, building girls of courage, confidence, and character, who make the world a better place.

**Position Summary** Working under the leadership of the Assistant Director of Marketing and Creative Design, the Graphic Designer will be responsible for GSJS's visual design projects, as well as the organization's brand management and development. In this role, the graphic designer will use their creativity, solutions-oriented mindset, and technical skillset to communicate ideas and strengthen GSJS's brand. This position will require the ability to problem-solve and to use design to transform our mission and vision into high-impact, visually driven, and brand-appropriate materials.

#### **Essential Job Functions**

- Create digital and print design pieces for marketing and advertising campaigns, infographics and event design
- Create graphics for website, social media, video and email
- Effectively communicate and manage all ordering of print projects
- Work creatively with a team and collaborate with other departments across the organization
- Concept ideas for content that represents the brand effectively

*To be considered for this position, you must attach or provide a link to your design portfolio.*

#### **Education and Experience Required**

- Proven graphic designing experience – degree in graphic design or marketing & 2 years of experience
- A strong portfolio of illustrations or other graphics
- A keen eye for aesthetics and details
- Excellent communication and interpersonal skills
- Ability to work methodically and meet deadlines
- Outstanding creativity and problem-solving skills with a positive attitude
- Exceptional typographic and layout skills



- Must be able to follow established brand guidelines but also be able to extend the brand to its fullest possible expression
- Working familiarity with effective design strategies for print, web, social media, and digital marketing
- Strong organizational skills and the ability to self-manage multiple projects, work efficiently, and consistently meet deadlines
- Demonstrated ability to work independently but also function effectively as part of a team environment
- Very strong eye for detail; concern for quality throughout design and production process

### **Computer Skills Required**

- Must have in-depth working knowledge of Adobe Creative Suite including Adobe Illustrator, InDesign, Photoshop, and Lightroom.
- Proficiency in Microsoft Office 365 suite, including PowerPoint; and Mac OS.
- Photography and editing capabilities.
- Website management/programming/HTML, email and digital marketing a plus.

### **Responsibilities**

- Create compelling designs that communicate ideas and strengthen GSJS's brand.
- Work with existing styles and templates, when appropriate, and develop original designs that extend the brand on new projects.
- Design visuals and select imagery for projects that are editorially appropriate and meet brand guidelines.
- Self-manage multiple concurrent projects from start to finish while working efficiently, communicating effectively, and consistently meeting deadlines.
- Consistently demonstrate GSJS's commitment to EDI through the work we produce and how we work together to produce it.
- Work closely and develop productive working relationships with other GSJS staff members, leadership team and members.
- Contribute ideas, participate in meetings, and collaborate with others.
- Be or become a registered member of the Girls Scouts of the Jersey Shore.
- An ability to work nights and weekends as needed.

**Equal Opportunity Employment:** Girl Scouts of the Jersey Shore is an equal opportunity employer. Qualified applicants receive equal consideration for positions without regard to race, creed, color, national origin, nationality, ancestry, age, sex (including pregnancy and harassment), marital status, domestic partnership or civil union status, sexual orientation, gender identity or expression, atypical



hereditary or blood trait, genetic information, veteran or military status, mental or physical disability, or any other consideration made unlawful by applicable federal, state, or local laws.