



STRONGER COMMUNITIES. STRONGER AMERICA.

POSITION ANNOUNCEMENT

POSITION: Director, Design and Brand

OPEN: Immediately

LOCATION: Washington, DC

CLOSE: Until filled

CONTACT: Zandra Z. Baermann,
SVP of Communications and Marketing

SALARY: Commensurate with
experience

BACKGROUND

UnidosUS, previously known as NCLR (National Council of La Raza), is the nation's largest Hispanic civil rights and advocacy organization. Through its unique combination of expert research, advocacy, programs, and an Affiliate Network of nearly 300 community-based organizations across the United States and Puerto Rico, UnidosUS simultaneously challenges the social, economic, and political barriers that affect Latinos at the national and local levels. For 50 years, UnidosUS has united communities and different groups seeking common ground through collaboration, and that share a desire to make our community stronger. For more information on UnidosUS, visit www.unidosus.org or follow us on Facebook and Twitter.

SUMMARY

The Director, Design and Brand should be experienced in three primary categories (1) design, (2) branding, and (3) conceptual creative. They should have production design skills, but also think creatively around bigger brand initiatives and integration as well as growing the brand visually, creatively, and publicly. They should have the ability to think microscopically about typography and macroscopically about the brand, its partners, its people, and most importantly, its objectives all at once.

The Director will be a collaborative leader providing creative counsel, concepts, and graphics for the UnidosUS brand, which includes but is not limited to the following: website, digital communications, video, print collateral, reports, and events. The goal is for all expressions of the brand is to help craft, and ultimately create, the public image for UnidosUS in a consistent way. They assist in the training of other staff members and works in collaboration with the broader Communications and Marketing team to carry out assigned tasks on a daily basis.

RESPONSIBILITIES

- Implement, and administer the UnidosUS brand policy, guidelines, and standards to ensure consistent branding for all departments, staff, and partners.
- Serve as strategic design counsel to internal “clients,” offering design recommendations and solutions based on brand guidelines and MarComm priorities.
- Manage a team of two junior designers, responsible for providing art direction and mentorship.
- Manage the various design requests from across the organization appropriately assigning across the team and/or to consultants.
- Lead the team in the creation of web- and print-ready publication designs, including reports, curricula, fact sheets, advertisements, brochures, invitations, signage, marketing products, social media graphics, Conference, and event design needs, and miscellaneous materials.
- Manage all online and print design projects within UnidosUS to ensure consistency of branding and messaging.
- Design products across a wide range of print and digital formats and creates associated specifications and style sheets.
- In close coordination with various MarComm leads, respond to short-fuse requests for design, info- and share graphics, photography, and other collateral.
- Provide page layouts and cover designs of approved publications, including books, reports, fact sheets, and more.
- Supervise and evaluate the suitability of graphics, table, figures, maps, and more, for printing and digital presentation. Work with authors and departments to produce high-quality graphics.
- Supervise and lead all production of final designed products.
- Collaborate with external vendors and contractors to actively manage project schedules, deadlines, roles and responsibilities, accountability, and performance.
- Maintain and archive project management records and associated files.
- Maintain project files and spec sheets and update the project database.
- Design web-based products and elements, and work to ensure consistency across web and print products.
- Meet with SVP of Communications and Marketing, as required, to ensure timely, accurate completion of assigned projects.
- Where appropriate, partner with MarComm colleagues in the ideation of campaigns that require design elements.
- Assist with institutional presentations as requested by the SVP of Communications and Marketing.
- Keep SVP of Communications and Marketing informed of need to upgrade design-related computer hardware/software.
- Maintain working knowledge of computer design software and hardware and strive to stay current in level of knowledge and abilities.

- Share workload equally with all members of the Graphics and Publications team, contributing toward a solid, respectful, and effective team environment that requires that each member support the others as necessary.
- Maintain a solid understanding of UnidosUS and its programs, initiatives, operational structure, and history; integrate it appropriately into the message, purpose, and overall experience of events and meetings.
- Provide input on the process of selecting vendors for printing to achieve the best possible quality for the lowest price, using documented research which could include historical data and/or new market trends.
- Provide quality control for the flawless execution of all product and projects.

QUALIFICATIONS

- 8 to 10 years of experience of professional graphic design and creative direction, with ongoing training that demonstrates knowledge of the latest in the field and associated technology.
- Bachelor of Fine Arts or related degree and certifications.
- Mastery of InDesign, Photoshop, Illustrator, Acrobat. Strong working knowledge of Word, PowerPoint, and Excel.
- Ability to explain and backup design and creative concepts with strategy and logical rationale that anyone without a design/creative background can understand.
- Experience presenting reasons why we think this concept can move the needle/be successful/have an impact as well as other examples/case studies in the broader marketplace is key.
- Experience working across organizations, within all departments, and with vendors to design high-quality products that communicate ideas effectively and within budget.
- Experience in managing a team of internal graphic designers, in addition to external vendors (printers, marketing premiums suppliers, freelancers, etc.)
- Skilled in visual thinking and active listening, with an ability to understand complex ideas, solicit input from multiple staff and authors, respond creatively with appropriate design comps, and revise comps in response to feedback.
- Strong interpersonal and communication skills, with ability to adapt to changing requirements and multiple viewpoints.
- Experience building a family of products with brand identity, as well as experience designing web-based material and information graphics such as tables, figures, and maps
- Demonstrable knowledge of good type and design principles, design software, and offset and digital printing technology.
- Excellent organizational, logistics operations, administrative, time management, interpersonal, written, and verbal communication skills.
- Proven experience the ability to manage multiple tasks and goals, problem-solving, and prioritize among assignments.

- Must be a team player, self-motivated, and able to work independently while maintaining ties to a team through communication and coordination.
- Familiarity with the U.S. Hispanic community, Hispanic nonprofit organizations, and the Hispanic consumer/market.

Please include “Director, Design and Brand” in the subject line of your email.

SEND COVER LETTER AND RÉSUMÉ TO:

UnidosUS

Raul Yzaguirre Building

Attn: Zandra Zuno Baermann

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Washington, DC 20036

Direct email: hrmail@unidosus.org

No phone calls please!

EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.