



## Senior Graphic Designer and Multimedia Specialist

Exempt

At-Will

### THE LINKS, INCORPORATED

The Links, Incorporated is an international, not-for-profit corporation, established in 1946 and based in Washington, DC. The membership consists of 16,000+ professional women of African descent in 292 chapters located in 41 states, the District of Columbia, the Commonwealth of the Bahamas, and the United Kingdom. It is one of the nation's oldest and largest volunteer service organizations of extraordinary women who are committed to enriching, sustaining and ensuring the culture and economic survival of African Americans and other people of African ancestry.

### INTRODUCTION

In this role, the incumbent will oversee brand and graphic design projects through concept inception to production to final asset delivery. The incumbent will lead creative development of high-visibility campaigns and initiatives to meet organizational objectives and build The Links, Incorporated brand.

### CONTROLS

The incumbent works under the supervision of the senior manager of communications and programs. The incumbent is expected to operate within established guidelines, policies and procedures, strategic priorities of The Links, Incorporated. Work is evaluated for effectiveness in meeting expected results and for timely completion of assignments, resourcefulness and satisfactory support of the Communications Committee.

### Responsibilities:

- Produce graphic design assets for use on website, social media, print collateral, email marketing, multimedia presentations, other communications vehicles.
- Present ideas and new concepts to improve existing creative assets.
- Collaborate with key stakeholders to understand their graphics needs and deliver product(s) in a timely manner. Define workflow that best elevates creative thinking.
- Work in partnership with leadership and communications team members to develop and refine brand guidelines and create consistency across all marketing platforms.
- Perform quality control and proofing for all assets prior to launching.
- Manage multiple projects with minimal supervision, monitoring day-to-day project activity. Track changes and schedule creative reviews. Ensure projects are delivered on time and meet communications/marketing objectives.
- Work with print vendors on production of print projects (quote approvals, file transmission, print proofs, etc.).
- Assist with video production, including light video editing.
- Assist with WordPress website updates, as needed.



**Qualifications:**

- Bachelor's degree in Graphic Design, Multimedia or related discipline required.
- 5 or more years of experience required.
- Proven design strategy expertise using big-picture thinking, as well as skills in effective visual storytelling, creative direction, photography and illustration.
- Knowledgeable about current design trends and standards across multiple industries.
- Must be fluent in Adobe Creative Suite programs (Photoshop, Illustrator, InDesign and After Effects) and Microsoft Office (Word, PowerPoint and Excel).
- Excellent written, verbal, and interpersonal communication skills with a collaborative spirit.
- Ability to maintain a positive attitude and collaborative spirit, working with colleagues.
- Demonstrated ability to work in a high-pressure, deadline-oriented environment, handling multiple projects and priorities.

Must provide a portfolio for review including work samples.

To apply: Please submit a resume, cover letter and online portfolio to [hr@linksinc.org](mailto:hr@linksinc.org).