



Job Description

Position Title: Graphic Design and Marketing Associate

Purpose of Position

The Graphic Design and Marketing Associate advances the mission of Des Moines Christian School by creating brand awareness and promoting the school. The position supports all departments with graphic design needs. The Graphic Design and Marketing Associate is a member of the Advancement team, using design and promotion channels for student recruitment, student retention and fundraising.

Position:

- Full-time, Calendar Year
- Salaried employee – 260 paid days
- Full-time Benefit Eligible

Reports To: Director of Marketing and Communications

Evaluated By: Director of Marketing and Communications

Direct Reports: None

Qualifications:

- Bachelor's Degree required with a Bachelor's Degree in the areas of marketing or graphic design preferred.
- Graphic design experience preferred.
- Experience managing corporate websites and corporate social media channels preferred.
- Proficient in Adobe Creative Suite.
- Working knowledge of Microsoft Office, G-Suite, email marketing platforms, and content management systems (CMS).
- In agreement with the Des Moines Christian School (DMCS) Statement of Faith.
- Active member/regular attendee of Bible believing church and committed to growth in their personal relationship with Jesus Christ.

Professional Profile:

- Demonstrates commitment to the mission of DMC: *"Equipping minds, and nurturing hearts, to impact the world for Christ."*
- Characterized by integrity and maintains confidentiality.
- Utilizes critical thinking and strategic problem solving skills.
- Manifests effective verbal and written communication skills.
- Adapts communication style to suit different audiences.
- Demonstrated ability to work collaboratively with other departments and volunteers.
- Demonstrated ability to manage multiple projects and/or priorities.
- Energized by creativity, details, and accuracy.
- Willing to work a flexible schedule as needed to assist with events.

Responsibilities:

Graphic Design and Brand Management

- Creates visual concepts and develops the overall layout and production design for applications across all DMC school departments, including advancement activities such as admissions and fundraising.
- Protects the DMC brand by developing and maintaining the brand usage guide.
- Serves as DMC liaison with vendors approved to produce DMC branded apparel and merchandise.
- Designs and serves as the DMC liaison for printed materials and signage used on campus.
- Provides brand and communication training for employees and communicates changes in the brand usage guide as needed.
- Registers school logos and marks and releases the use of logos and marks.

Mission Awareness and Corporate Communications

- Supports corporate communications through visual storytelling.
- Promotes mission awareness through various communication channels in support of the Strategic Marketing Plan.
- Manages day to day social media activity.
- Assists in production, promotion, and coordination of special events and fundraising campaigns that are marketed to full constituent groups.

Administrative Duties

- Administrator for DMC app and provides training to employees as needed.
- Assists with updating website content.
- Manages distribution lists and templates for DMC email marketing platform.
- Has working knowledge of all DMC communication channels and is the primary back-up for the Director of Marketing and Communications
- Ensures compliance with state and federal CAN-SPAM regulations.
- Engages in ongoing professional development opportunities to learn new skills or improve current skills.
- All other duties as assigned.

Signatures

Graphic Design and Marketing Associate

Director of Marketing and Communications

Revision Date: 08/2020