

Position Title: Digital Graphic Designer	Department: Marketing & Communications
Reports to: Director of Marketing & Communications	Salary Grade: 45,000 – 55,000
Job Type: Full-time, Exempt	Location: Knoxville, TN (onsite)
Schedule: Monday – Friday, 40+ hours a week, occasional weekends when necessary	Date Created/Modified: 7/20/2022

POSITION SUMMARY

The Digital Graphic Designer will create social media, design email marketing, newsletters, and various other print collateral. This role also will also manage our social media platforms designed for engagement and brand awareness. Will adhere to the principles and philosophy of United Way of Greater Knoxville (UWGK).

ESSENTIAL DUTIES & RESPONSIBILITIES

An individual must be able to perform each essential duty listed below at a satisfactory level with or without reasonable accommodation:

- Collaborates with the client, director, and/or other project participants to understand project assignment, audience, and intended message.
- Create digital and print assets. Design digital and print ads, logos, brochures, and other internal marketing collateral, and social media artwork in adherence with the United Way of Greater Knoxville brand and strategic messaging guidelines.
- Generate, edits, and publishes daily social media content that builds meaningful connections and encourages engagement. Manage social media publishing platform and reporting.
- Continually research and keep current with current email marketing and social media trends.
- Assist in monitoring and updating the UWGK website and landing pages.
- Establish and maintain relationships with social network members, partners, media, and industry contacts as well as the online community.
- Revises projects as necessary based on the collaborative feedback process.
- Consults with director and other team members as needed on complex or specialized projects.
- Maintains records of billable project time as required.
- Performs other related duties as assigned.

QUALIFICATIONS:

Minimum Education and Experience

- Bachelor's degree in Graphic Design, Digital Marketing, or related life experience
- At least three years of related work experience is highly preferred.
- Experience using Adobe Photoshop, Illustrator, or InDesign.
- Working knowledge of Word Press website design and content management a plus.
- Working knowledge of video editing and production a plus.

Qualified candidates will possess or be able to develop the following knowledge, skills, and abilities:

Knowledge: A clear and comprehensive understanding of and ability to communicate about:

- UWGK's vision, mission, values, objectives, and roles.
- The communities where UWGK works (including assets, challenges, people, organizations, existing programs, and services).
- Public, private, and non-profit systems.

Skills: Advanced skills in the following:

- Excellent verbal and written communication skills.
- Proficient in Microsoft Office Suite and Adobe Creative Suite or other similar design software.

Abilities: Strong capacity in the following areas:

- Organized with attention to detail.
- Ability to work independently on an assignment.
- Ability to work collaboratively as a member of a team.

COMPETENCIES

An individual must be able to demonstrate the following competencies at a satisfactory level:

Accountability/Results Orientation - Is accountable for achieving assigned work projects. Collaborates with others to establish work project parameters, desired results/outcomes, and resource requirements. Keeps team leader(s) informed on work progress and changes in work direction. Takes ownership of work and outcomes achieved, selecting the best work approach. Protects the United Way brand, promoting its relevance and status to the extent possible. Behaves ethically and honestly in all activities done on behalf of UWGK and the movement. Demonstrates a commitment to UWGK's values, including diversity and inclusiveness.

Decision-Making/Risk-Taking - Evaluates available information and recommend a course of action. Contributes own assessment of risks and implications of decisions in team decision-making efforts. Develops and proposes effective alternative solutions. Uses judgment appropriately in decision-making. Knows when to shift decision-making upwards.

Teamwork Collaboration - Shares pertinent information and keeps team members informed regularly. Ensure that processes, systems, and resources are available and direct them appropriately to enable the team to accomplish its goals and objectives efficiently. Able to adapt quickly to changing conditions or performance expectations. Able to focus on assignments during periods of change and uncertainty.

Relationship Management - Utilizes rapport to build trust and collaboration with others. Identifies and shares mutual benefits/needs in working together. Is ethical in dealing with others to achieve the desired results. Interacts and communicates with diverse stakeholders effectively. Fosters and maintains working relationships across the United Way system. Formulates and communicates in an ethical and politically sensitive manner.

Communications - Expresses work issues and problems clearly and concisely. Communicates effectively with others up, down, and across the organization to achieve expected organizational results. Gives and receives constructive feedback. Seeks direct input on team effectiveness and environment.

Innovation/Creativity - Develops and implements new approaches to accomplish tasks that impact others in and outside their team. Is able to reasonably "take risks." Assists others in developing new systems, products, processes, and procedures. Strives to stay current on new or emerging trends and capitalizes on them.

OTHER DUTIES

These job responsibilities are to be the main emphasis of this position. As with every job at UWGK, it is not possible to define jobs precisely. Duties, responsibilities, and activities may change with or without notice. Should the need exist, every person in the organization will assist in ensuring an efficient and cooperative environment.

PHYSICAL DEMANDS

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

While performing the duties of this Job, the employee is regularly required to:

- Work extended hours when necessary.
- Sit, use hands to finger, handle, or feel; reach with hands and arms and talk or hear
- Frequently required to walk
- Occasionally required to stand and stoop, kneel, crouch, or crawl
- Must frequently lift and move up to 15 pounds and occasionally lift and move up to 25 pounds

- Specific vision abilities this job requires include close and distance vision, with or without correction.

WORK ENVIRONMENT

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

- This position is generally located in an office environment.
- Ability to travel up to 15% of the time.
- Fast-paced, evolving, and dynamic environment.
- This role routinely uses standard office equipment such as computers, phones, printers, and audio-video equipment.

ABOUT UNITED WAY OF GREATER KNOXVILLE

United Way of Greater Knoxville is a vibrant organization committed to mobilizing the caring power of the communities we serve in ways that benefit us all. Led by a dynamic leadership team, we have tremendous opportunities for growth and transformation. Due to the changing nature of our work, we are seeking relationship-driven, forward-thinking, and action-oriented individuals to join our team. We enthusiastically encourage candidates from diverse backgrounds to apply.

United Way of Greater Knoxville Diversity, Equity & Inclusion Statement

We take the broadest possible view of diversity.

We value the visible and invisible qualities that make you who you are.

We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for every person's health, education, and financial stability in every community.

We believe that each United Way community member, donor, volunteer, advocate, and employee must have equal access to solving community problems.

We strive to include diversity, equity, and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

Join us in embracing diversity, equity, and inclusion for every person in every community.

LIVE UNITED.

Equal Opportunity Employer

The United Way of Greater Knoxville does not discriminate against any employee or applicant for employment on the basis of handicap or disability, age, race, color, religion, sex (including pregnancy, gender identify, and sexual orientation), parental status, national origin, political affiliation, military service, genetic information (including family medical history), or any other non-merit based factors or classifications by Federal, Tennessee State constitution of statutory law.