



In-House Graphic Designer, Web Designer/Developer

The Young Americans is searching for a qualified candidate to serve in its Marketing Department, as In-House Graphic Designer, Web Designer/Developer.

Reporting to the Chief Advancement Officer, the graphic designer will create engaging and on-brand graphics for a variety of media including; print and marketing assets, branded collateral, merchandise, etc. This role will also serve as the web developer/designer and content manager to rebuild and rebrand the organization's site(s), streamline landing page and links, and maintain/update site continuously and as needed.

The graphic designer position includes the entire process of defining requirements, visualizing and creating graphics, including; illustrations, logos, layouts and photos. The graphic designer is responsible for shaping the visual aspects of websites, books, magazines, product packaging, exhibitions and more.

Graphics should capture the attention of those who see them and communicate the right message. For this, the candidate will need to demonstrate creative flair and a strong ability to translate requirements into design. The candidate must communicate well and work methodically as part of a team.

The goal of this position is to inspire and attract varying target audiences by building consistent and uniform brand and to align and coordinate messaging and visuals within the three core pillars of the organization. Messaging and collateral must also be adaptable in a global brand.

REQUIREMENTS, CORE FUNCTIONS & RESPONSIBILITIES:

- Proven graphic designing experience
- A strong portfolio of illustrations or other graphics
- Expertise with design software and technologies (such as InDesign, Illustrator, Dreamweaver, Photoshop)
- Study design briefs and determine requirements
- A keen eye for aesthetics and details

- Excellent communication skills
- Ability to work methodically and meet deadlines
- Degree in Design, Fine Arts or related field (a plus)
- Schedule projects and define budget constraints
- Conceptualize visuals based on requirements
- Prepare rough drafts and present ideas
- Develop illustrations, logos and other designs using software or by hand
- Use the appropriate colors and layouts for each graphic
- Work with copywriters and Chief Advancement Officer to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand
- Lead development of merchandise line
- Template design for digital marketing campaigns
- Website design and (re)development
- Maintain website content including calendars and event pages
- Manage inventory of all print and branded collateral, including; stationery, posters, flyers, merchandise, and lobby and event signage
- Maintain communication and relationships with print vendors
- Ability to manage multiple priorities and departmental needs

SUPERVISORY RESPONSIBILITY:

Provide oversight, direction, and support to internal team managing and creating marketing/promotional assets and inventory-merchandise designs.

The Young Americans – Mission & History

The Young Americans®, founded in 1962, is a non-profit organization dedicated to the promotion of understanding and goodwill among people throughout the world. The Young Americans uses the power of music, dance, performance, academic education, and cultural interaction to foster its mission.

In the early decades of The Young Americans, highly-visible performances were the norm on a near weekly basis. The organization was truly a “celebrity,” appearing with well-known artists such as Johnny Mathis, Julie Andrews, Vic Damone, George Burns, Henry Mancini and Dean Martin. The Young Americans appeared on Bing Crosby Television Specials, The Tonight Show Starring Johnny Carson and The Ed Sullivan Show.

In 1992, the organization made a shift from performance-based tours to arts education and outreach tours. A decade later, The Young Americans expanded the program reach with international outreach tours. In 2018, The Young Americans was accredited as a 2-year college – The Young Americans College of the Performing Arts.

To Apply

Please submit letter of inquiry, resume, and references to:
Human Resources

jobs@youngamericans.org

Salary

Commensurate with experience. Insurance and additional benefits are included in the package.

The Young Americans, Inc. provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, The Young Americans, Inc. complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

The Young Americans, Inc. expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of The Young Americans, Inc.'s employees to perform their job duties may result in discipline up to and including discharge.