



Position Announcement

Graphic Design Specialist

Job Title: Graphic Design Specialist
Department: NSVRC Communications
Reports To: Communications Director
FLSA Status: Full Time, Exempt
Work Hours: Primarily Regular Business Hours
Location: Onsite: Harrisburg, PA
Travel Expectations: Occasional Travel Required
Salary Range: \$40,000 to \$44,750

Position Summary

The NSVRC Graphic Design Specialist promotes the goals and objectives of NSVRC through creating all visual communications, publications, website graphics, etc. and assisting with messaging, public relations, marketing, and social media outreach. The Graphic Design Specialist coordinates graphic design of NSVRC materials, helps with Sexual Assault Awareness Month (SAAM) and other campaigns, and ensures proper implementation of NSVRC branding standards and 508 accessibility requirements. This position develops and identifies visuals with attention to engaging and including diverse audiences and promoting equity and inclusion. In addition, the Graphic Design Specialist works closely with printers and other consultants to manage the production of NSVRC materials.

Essential Duties and Responsibilities

Design and publications:

- Designs visual communications as the needs arise. This includes but is not limited to email graphics, social media and web graphics, promotional materials and stationery.
- Coordinates the design, accessibility, and production of print and online NSVRC publications, materials, and resources. Works with members of NSVRC staff to schedule and plan upcoming projects.
- Ensures quality of NSVRC materials through knowledge of NSVRC publication standards. Keeps track of projects and their deadlines.
- Assists in the content development, design, and maintenance of NSVRC's webpages. Posts

- resources (blogs, videos, podcasts, etc.) ensuring that they meet NSVRC's accessibility standards.
- Establishes and maintains contact with printers, graphic designers, translators, and other professionals assisting with NSVRC materials. Monitors the inventory of print material and store products.
 - Works with staff to create original and translated Spanish-language materials. Works with translators to coordinate bilingual resources and tracks the translation process.
 - Coordinates the design of print and online RALIANCE publications, share graphics, or designed materials as necessary.

Branding and promotion:

- Develops and monitors standards and procedures for original, printed, and copied material including consistency of message and branding.
- Maintains social media channels, including content creation, monitoring, and posting. Gathers and reviews analytics to measure and grow online reach.
- Assists with NSVRC's marketing materials and public awareness campaigns, including Sexual Assault Awareness Month educational materials, posters, coloring pages, promotional products, and graphics.
- Coordinates release dates and promotional activities with annual Outreach Plan.

Media and messaging:

- Assists in implementing NSVRC messaging and communications strategies.
- Assists with developing talking points, press releases, editorials and other resources in response to current events and issues.
- Acts as a resource to staff and constituents in their response to information requests from the public and the media.
- Creates share graphics for multiple social media platforms to promote publications, events, news, Sexual Assault Awareness Month, and any other needs that arise.
- Monitors and leads Instagram, while also creating content for Instagram. This includes day-to-day posts and the organization of the #30DaysofSAAM contest.

General:

- Assists in tracking NSVRC activities and reports to funders, Advisory Council, and Board.
- Assists with joint projects with the PA Coalition Communications Department, such as conferences and special events.
- Attends and/or participates in national conferences, workshops, meetings and focus groups
- Participates in staff meetings and in-service trainings and performs other duties as assigned.
- Assists with any technical assistance and copyright requests involving graphics or design files. This includes, but is not limited to, sending Sexual Assault Awareness Month materials, or any materials created by the NSVRC.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Background in graphic design and experience with Adobe Creative Suite required (InDesign, Photoshop, Bridge, and Illustrator). Three years of related experience and/or training required; or equivalent combination of education and experience, such as but not limited to Associate's Degree, Bachelor's Degree, or other related certificates, continuing education, and experience. Experience with social media platform management (including Facebook, Twitter, Instagram, LinkedIn); customer relationship management (CRM) software; and website content management systems preferred. Knowledge of sexual assault direct service, prevention, or related social justice field is helpful. Candidates should thrive in a fast-paced, collaborative team, excel at multitasking, managing multiple projects and deadlines, and demonstrate attention to detail.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Reasoning Ability

Ability to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Requirements

1. Ability to effectively manage multiple priorities and projects simultaneously and ability to meet strict deadlines. Ability to identify and respond to shifting priorities.
2. Must be a self-starter that can work within a team and fast-paced environment and handle a variety of tasks with multiple deadlines. Must be very detail-oriented and work with minimal supervision.
3. Excellent oral and written communication skills. Must possess excellent project management, organizational and negotiation skills. Excellent client service skills.
4. Demonstrated sensitivity and ability to collaboratively work with individuals and groups from diverse populations and organizations. Ability to maintain cooperative and professional demeanor with rape crisis centers, coalitions, agency staff/board, council members, vendors, consultants, allied professionals and the general public. Must be able to foster positive working relationships

with people and create a respectful and open accessible environment.

5. Must have proficiency with the technology necessary for the functions of the position, including: Graphic design skills and expertise with a variety of computer applications including Microsoft Word, Excel, and Adobe Creative Suite (including InDesign, Photoshop, Bridge, Illustrator, and/or Dreamweaver). Experience with eLearning software and 508 compliance would be helpful. Social networking, podcasting, and photography skills are preferred.
6. Accept and abide by the mission and core values of PCAR.
7. Must be willing to complete a Pennsylvania rape crisis center sexual assault victim counselor training, if not already completed in the past 3 years.
8. Pennsylvania driver's licence and vehicle are not required for this position.

Certificates, Licenses, Registrations

Not applicable

Physical Demands

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

While performing the duties of this job, the employee is frequently required to stand, walk, sit, and talk and hear. The employee is occasionally required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

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 the essential functions.

The noise level in the work environment is usually moderate.

Other Duties As Required

The statements contained herein describe the scope of the responsibility and essential functions of this position but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including but not limited to work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

Salary Range

\$40,000 - \$44,750 depending upon qualifications.

To Apply

PCAR offers a competitive salary and benefits package. Qualified candidates are encouraged to apply online at pcar.org/employment by December 4, 2022.

Who We Are

Founded in 1975, the Pennsylvania Coalition Against Rape works to end sexual violence and advocates for the rights and needs of all sexual assault victims. PCAR partners with a network of rape crisis programs to bring help, hope, and healing around issues of sexual violence to the Commonwealth of Pennsylvania. PCAR also operates the National Sexual Violence Resource Center (NSVRC), which identifies, develops and disseminates resources regarding all aspects of sexual violence prevention and intervention. Key elements of PCAR's work includes:

- Ensuring that communities have access to quality victim services and prevention education by providing funding, training, materials and assistance to a network of rape crisis centers that serve all of Pennsylvania's 67 counties.
- Providing resources and training on sexual assault-related issues to professionals across the Commonwealth.
- Promoting public policies that provide protections and services to victims of sexual violence, hold offenders accountable, and enhance community safety.
- Launching the Sexual Violence Legal Assistance Project in 2018 to provide holistic legal services to survivors of sexual violence.
- Working with media to increase public awareness, access to accurate information, and ethical reporting practices.
- Collaborating with the National Alliance to End Sexual Violence (NAESV), and the ValorUS to operate RALIANCE. RALIANCE was founded in 2015 through a multimillion dollar seed investment by the National Football League with a mission of ending sexual violence in one generation. RALIANCE promotes prevention by awarding grants, advancing research, policymaking, and more.

Who We Are

PCAR understands sexual violence as a social justice issue and works to prevent and respond to sexual violence within this framework. We are committed to nurturing a workplace that is affirming, inclusive, and respectful of all people and the ways in which they identify across race, class, ability, gender, sexual orientation, age, and other characteristics.

Equal Employment Opportunity Commission

PCAR provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.