



JOB DESCRIPTION

Job title: Graphic Designer
Reports to: Director of Marketing and Communications
Classification: Full-time, exempt
Salary: \$52,000 - \$58,000
Location: Twin Cities, MN, preferred. Hybrid work with occasional travel to ACC meetings and events
Travel: Occasional travel within the U.S. to ACC meetings and events
Hours: Monday–Friday, with occasional nights and weekends

About the American Craft Council (ACC):

The American Craft Council fosters livelihoods and ways of living grounded in the artful work of the human hand, creating a more joyful, humane, and regenerative world. Building on 80+ years of service as a nonprofit advancing craft and its makers across the United States, ACC is focusing on:

- Providing educational opportunities, connections, and other resources to support craft artists and makers on the diverse paths they follow to build craft-centered livelihoods.
- Increasing our publishing and storytelling across multiple channels to build a large, engaged community of members united in their love of craft-centered ways of living.
- In collaboration with place-based partners, producing a collection of vibrant, regionally tailored events designed to advance both of the above strategies, bringing together craft artists and makers, ACC members, and craft-curious members of the general public.

Learn more at craftcouncil.org

Position Summary:

The Graphic Designer is a key member of ACC’s marketing team who contributes to the implementation of audience-centric marketing strategies for our programs and initiatives. This position is responsible for conceiving, designing, and producing marketing assets for a wide range of print and digital applications. As a chief steward of the American Craft Council brand identity, the Graphic Designer plays a key role in strengthening the organization’s national identity, connecting with new audiences, and deepening engagement with established audiences throughout the country. This position also contributes to the ACC’s equity and inclusion initiatives. The Graphic Designer reports to the Director of Marketing and Communications and liaises with internal marketing and design staff and external consultants.

In this role, you will be instrumental in shaping and driving the application of a newly refreshed organizational brand identity and the rollout of a new digital presence and website. This is a chance to be part of a visionary team dedicated to celebrating and advancing the rich tradition of American craft, all while carving out a path for future success and engagement.

Key Responsibilities:

Design Execution & Brand Application (75%)

- Create visually appealing designs for print and digital media, including brochures, flyers, advertisements, social media graphics, website visuals, event signage, email templates, and more.
- Develop diverse visual elements that align with our brand identity and project requirements.
- Produce visual communications concept documents for design projects to align with event planning and other campaign initiatives.
- Apply a newly refreshed brand to all design projects, ensuring consistency and adherence to brand guidelines.
- Innovate within the framework of the brand to expand brand application to new materials as needed.
- Review and proof design work to ensure accuracy and completeness.
- Stay up-to-date with trends, tools, and technologies to continuously improve processes and outcomes.
- Embrace a data-driven approach to shape and adapt materials based on key performance indicators.

Collaboration (10%)

- Work closely with the Director of Marketing, Marketing Manager, and other team members to understand project requirements, timelines, and objectives.
- Collaborate with marketing, programming, editorial, fund development, and other organizational functions to ensure design alignment with overall organizational goals and strategies.
- Collaborate with designers of *American Craft* magazine to uplift the relationship between the organizational brand and that of the magazine.

Project & Production Management: (10%)

- Manage multiple design projects simultaneously, ensuring timely delivery and high-quality output.
- Maintain organized project files and documentation for easy access and reference.
- Collaborate with Marketing Manager on production, printing, and other activities.

Other Duties (5%)

- Travel to local and nationwide organizational events to provide on-site support as needed.
- Other duties as assigned.

As ACC evolves, so may this role. Duties may also change as ACC's leadership identifies the need at any time.

This position is a good fit for someone who has:

- Bachelor's degree in Graphic Design, Visual Arts, or a related field.
- Minimum of 3-5 years of professional graphic design experience.
- Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign, etc.).
- Strong portfolio showcasing a range of print and digital design projects.

- Solid understanding of typography, color theory, and layout principles.
- Experience with branding and the ability to follow and apply brand guidelines.
- Demonstrated record of applying design principles to communicate in an inclusive, user-centered way that makes brands and organizations welcoming to diverse audiences.
- Excellent communication and collaboration skills.
- Strong attention to detail.
- Ability to manage multiple projects with a range of stakeholders.
- Ability to meet deadlines in a fast-paced environment.

Preferred Skills:

- Experience with web design and knowledge of HTML/CSS.
- Experience with graphic illustration.
- Experience with photography, videography, and video editing.
- Familiarity with motion graphics and video editing software.
- Experience working within a corporate or agency environment.

What We Offer:

- Competitive salary and benefits package.
- Opportunity to work in a creative and collaborative environment.
- Flexibility with remote and hybrid work.
- Professional development and growth opportunities.
- A supportive and inclusive organizational culture.

ACC is willing to teach:

- Craft as an art form and associated American Craft Council programs and services.
- Industry-specific marketing and communications skills and existing procedures for marketing requests, art delivery, scheduling, promotions, and data management.
- Policies and procedures specific to the American Craft Council.

TO APPLY

If this position sounds like a great fit, we want to hear from you! Please send your cover letter and resume to employment@craftcouncil.org with the subject heading of "Graphic Designer".

ACC will begin reviewing applications on July 15th, 2024. The position will remain open until filled.

ACC is an equal opportunity employer and does not discriminate in any aspect of employment (including recruitment, hiring, promotions, discipline, terminations, wage and salary administration, benefits, and training) on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, gender identity, veteran status, or any classification protected by federal, state, or local law. We value diversity, inclusiveness, and equity and will not tolerate discrimination or harassment based on any of the above characteristics.