



GRAPHIC DESIGNER – SOCIAL MEDIA

Job Summary

The Graphic Designer for Social Media is responsible for the design and production of graphics specifically for Instagram, Pinterest and other social media content for Random Acts, producing high quality, brand-cohesive, engaging content at a quick pace. Part of the Graphic Design team, reporting to the Multimedia Manager and working closely with the Social Media team.

Responsibilities

- Primarily: design, create, and edit artwork for social media content, primarily Instagram and Pinterest, using Random Acts' branding guidelines, and based on a media plan. This would be the main focus of the position.
- Create a wide range of content, from well-thought-out promotional graphics over a set schedule, to cutting GIFs on short notice.
- Create content that can be implemented cohesively across multiple social media platforms.
- Work as a team to manage workload.
- Edit photographs and videos when necessary.
- Stay up to date with social media trends.
- Occasionally assist Graphic Design team in producing content outside of social media purposes.
- Provide any other ad-hoc technical art skills to the team that may be relevant.
- Keep the Multimedia manager informed of project progress and meet project deadlines.
- Keep the Multimedia manager informed of significant problems that jeopardize the well-being of the organization, escalating to the Leadership and Executive teams where necessary.
- Attend regular staff and departmental meetings.
- Any other projects or duties as requested by the Multimedia Manager.

Desired Qualifications and Skills

- Knowledge and experience in Adobe Creative Suite, or an equivalent design software.
- Experience in producing artwork that complies with branding guidelines, and is produced to fulfill a design brief. Corporate experience is desirable.
- Ability to work effectively with diverse groups, including staff, supporters, peers, and the public.
- The ability to communicate effectively, whether verbally, visually, or in writing, with strong interpersonal skills.
- Excellent computer skills.
- Ability to work independently as well as in a team, and the ability to manage tasks or projects from start to finish.
- Creativity, enthusiasm, and attention to detail.
- Excellent organizational and time management skills, and the ability to multitask effectively.
- Flexibility concerning work schedule to accommodate evening and weekend meetings.
- Social-media-specific creative experience. Well-versed in social media creative formats.
- Certificate or equivalent in marketing, graphic design, fine arts, or related field.
- 1–3 years of experience in marketing, graphic design, or fine arts, and a portfolio of relevant work.

Encouraged but not Required

- WordPress/PHP backend development experience



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- Video editing experience
- Motion graphics experience
- Strong vector illustration skills or fine art skills
- Strong typography skills