GIFFORDS
COURAGE TO FIGHT GUN VIOLENCE

Title: Brand Designer (full-time)
Reports to: Design Director
Location: San Francisco, CA or Washington, DC

SUMMARY OBJECTIVE

As part of Giffords' Communications Team, the Brand Designer will support the Design Director in creating compelling, cohesive visuals that amplify the organization's identity and priorities and inspire key audiences to act.

The Brand Designer will be engaged in a breadth of inward- and outward- facing projects, in both analog and digital formats. A successful candidate will have an entrepreneurial spirit, a dedication to meticulous and efficient design, and a curiosity about political and social action. The assets and visuals that the Brand Designer helps to create—be they invitations to intimate dinner parties or websites that have millions of views each year—will genuinely and persuasively tell the story of Giffords.

The Brand Designer reports to the Design Director. This position requires occasional weekend or evening work.

DUTIES AND RESPONSIBILITIES

- Working closely with the Design Director, build, standardize, and improve the organization's analog and digital visuals.

- Rely on your understanding of typography, brand standards, and communication design to support the creation and evolution of responsive websites, data visualizations, social media visuals, email templates, factsheets, reports, printed collateral, event materials, brand assets, and templates.

- Coordinate with Digital, Research, and Editorial teams to create and maintain suites of social media graphics from concept to execution.

- Work with report and factsheet authors to create charts, graphs, and data visualizations from raw data.

- Work with Digital team to maintain libraries of icons and images for use across all Communications materials.

- Manage overhaul and testing of branded templates (Microsoft, Powerpoint, Google Docs, Google Slides), and support Giffords staff's use of templates and other brand assets including typefaces and logos.

- Working with Design Director, conduct commercial press checks for quality assurance and color accuracy.

- Ensure high-quality output and brand consistency, with equal attention dedicated to pixels and ink.

- Follow trends in design—especially as they overlap with social or political visuals.

ESSENTIAL SKILLS + EXPERIENCE

- Ability to work collaboratively to develop high-quality, creative solutions that visualize messages and inspire key audiences to act.

- Ability to manage multiple projects and work efficiently in a fast-paced, nimble environment under tight deadlines.

- Demonstrated commitment to strengthening a visual brand and ensuring consistency across all materials.

- Ability to give and receive feedback, with an eye towards constantly optimizing workflow and improving output.

- Excellent written and verbal communications skills.

- Extremely well organized with superior attention to detail.

- Strong interpersonal skills, sense of humor, and ability to work well on a team.

- Proficient in the Adobe Creative Cloud Suite, especially InDesign, Photoshop, and Illustrator.

- 2-4 years of experience.

- A strong portfolio of design work.

- Experience with the following is a plus, but not essential:
  - Proficiency in platforms or tools related to front-end development such as Sketch, InVision, CSS, HTML, XD, and Wordpress.
  - Animation, photography and/or video editing.
  - Managing pre-press for print projects as well as last-mile production needs.
  - Project management.
  - Interfacing with clients.

TO APPLY

Email your resumé, a link to your portfolio, and a brief cover letter to jobs@giffords.org.
No phone calls please.

Giffords is proud to be an equal opportunity employer committed to assembling a diverse staff. Women, minorities, people with disabilities, and veterans are strongly encouraged to apply.