GIFFORDS
COURAGE TO FIGHT GUN VIOLENCE

Title: Design Director
Reports to: Director of Communications
Location: San Francisco, CA or Washington, DC

SUMMARY

As part of Giffords' Communications Team, the Design Director manages and executes the organization's visual brand strategy, production, and delivery. Working closely with other team members, they ensure Giffords' visuals amplify the organization's priorities, cohesively express Giffords' visual identity, and inspire key audiences to act.

The Design Director is engaged in a breadth of inward- and outward- facing campaigns and content, in both analog and digital formats. A successful candidate will have an entrepreneurial spirit, a strong commitment to meticulous design and efficient systems, and a dedication to the intersection of politics, advocacy, marketing, and branding.

Working with external vendors and the Brand Designer, the Design Director executes design projects from concept to delivery that support legislative, political, communications, executive, and development teams. As the organization grows, they will thoughtfully evolve and iterate the organization's visual identity, and ensure that all visual brand expressions genuinely and persuasively tell the story of Giffords.

The Design Director will manage one direct report, a Brand Designer, and will report to the Communications Director. This position requires occasional weekend or evening work.

DUTIES + RESPONSIBILITIES

- Develop visual brand strategy and content across all existing and emerging expressions of the Giffords identity.

- Manage the process—from concept to execution—of a breadth of inward- and outward- facing visual deliverables.

- Ensure consistency and quality across all visual expressions of the Giffords brand.

- Evolve airtight brand standards as organization grows into new areas of expertise and action.

- Develop and carry out visual brand onboarding for all new Giffords team members.

- Manage design vendors and Brand Designer to meet visual needs of entire Giffords organization.

- Closely follow trends in design and political and non-profit branding and marketing.

- Coordinate annual brand audit.

- Ensure the highest-quality output, brand consistency, and creative story-telling, with equal attention dedicated to pixels and ink.

- Rely on understanding of typography, branding, and communication design to direct and execute the creation and iterations of digital and analog materials such as: Websites, data visualizations, event materials, brand assets, templates, social media visuals, email templates, factsheets, reports, and printed collateral.

ESSENTIAL SKILLS + EXPERIENCE

- Deep understanding of how to work collaboratively to develop high-quality, creative solutions that visualize messages and inspire key audiences to act.

- 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.

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

- Excellent written and verbal communications skills.

- Extremely well organized with superior attention to detail.

- Experience managing teams and projects and keeping them on track.

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

- High level expertise in the Adobe suite, especially InDesign, Photoshop, and Illustrator, as well as technical expertise in managing pre-press and last-mile production needs.

- A strong portfolio of design and branding work.

- Experience in animation, photography, illustration, and web development are a plus, but not required.

TO APPLY

Email your resume, 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.