



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

GRAPHIC DESIGNER – PT 20

NORTH SUBURBAN YMCA, NORTHBROOK, IL

Creating, developing, and implementing all marketing and communication materials; supporting all departments, programs and events to enable maximum participation and fulfillment of the Y's goals.

JOB RESPONSIBILITIES:

1. Responsible for the website, electronic newsletters, and all electronic media (eblasts, Facebook, Twitter) to continually update and improve the website and user ship. Knowledge in html/CSS or knowledge in web management systems (Joomla, wordpress)
2. Able to create electronic marketing pieces such as website, electronic newsletters, and all electronic media (eblasts, Facebook, Twitter). Knowledge of email systems a plus (constant contact, mail chimp ect)
3. Will be responsible for Online and social media presence of the NSYMCA. Must be familiar and will be responsible for SEO (search engine optimization), digital media, google analytics, FB advertising, Twitter and Instagram.
4. Directly produce all marketing material under very tight deadlines occurring on a regular, recurring basis. Materials include, but are not limited to: annual reports, program guides (4-5 per year), newspaper ads, digital ads (FB, Google & other online media), newsletters, direct mail pieces, flyers, banners, signage, development projects, an membership collateral.
5. Update signage and smart boards, plus banners, internal, external
6. Must learn and apply all YUSA brand standards and marketing guidelines.
7. Other duties as assigned by the Marketing Director
8. Assist in photography for marketing pieces.

SKILLS & QUALIFICATIONS:

- Bachelor's degree in graphic design or related field preferred or equivalent combination of education and experience or minimum 1 year of work experience
- The ability to work in a very fast paced environment with many deadlines, excellent multi-tasking, and detail orientated skills are required. Must be able to take the initiative at all times.
- Proven experience in developing marketing materials (brochures, newsletters, annual reports, direct mail pieces, ads), multimedia (digital mediums & social media) video design and editing skills as well as photography experience.
- Expert level knowledge of Adobe Creative Studio and ability to work in a PC environment.
- Familiarity with core graphic design principles (typography, color, composition, form, imagery, etc.)
- Proficient in Microsoft Office and Google suite
- Prior experience in a YMCA or other not-for-profit organization preferred.

Salary:

HOW TO APPLY

- **Apply By Email ONLY: hr@nsymca.org - NO PHONE CALLS.**
- **Send resumes, references, salary history and work examples:**
 - Virtual copies, links, or reasonably sized attachments
 - Marketing materials – brochures, ads, posters,
 - Web design, digital or social media examples
 - Videos produced

Contact: hr@nsymca.org

DO NOT SEND MATERIAL DIRECTLY TO THE Y.
Position Available Immediately

Name

Date