

Job Description
Position Title: Graphic Designer

Purpose of Position

The Graphic Designer advances the mission of Des Moines Christian School by creating and managing the DMC Brand. The Graphic Designer is a member of the Advancement team and creates a visual representation of DMC for student recruitment, student retention, and fundraising.

Position:

- Full-time, Calendar Year
- Salaried employee – 260 paid days
- Full-time Benefit Eligible

Reports To: Director of Marketing and Communications

Direct Reports: None

Qualifications:

- Bachelor's Degree required with a Bachelor's Degree in the areas of marketing or graphic design preferred.
- Graphic design experience preferred.
- Experience managing corporate websites and corporate social media channels preferred.
- Proficient in Adobe Creative Suite.
- Working knowledge of Microsoft Office, G-Suite, email marketing platforms, and content management systems (CMS).
- In agreement with the Des Moines Christian School (DMCS) Statement of Faith.
- Active member/regular attendee of Bible believing church and committed to growth in their personal relationship with Jesus Christ.

Professional Profile:

- Demonstrates commitment to the mission of DMC: *"Equipping minds, and nurturing hearts, to impact the world for Christ."*
- Characterized by integrity and maintains confidentiality.
- Utilizes critical thinking and strategic problem solving skills.
- Manifests effective verbal and written communication skills.
- Adapts communication style to suit different audiences.
- Demonstrated ability to work collaboratively with other departments and volunteers.
- Demonstrated ability to manage multiple projects and/or priorities.
- Energized by creativity, details, and accuracy.
- Willing to work a flexible schedule as needed to assist with events.

Responsibilities:

Graphic Design and Brand Management

- Supports school wide marketing and communications through visual storytelling.
 - Promotes mission awareness through various communication channels in support of the Strategic Marketing Plan.
 - Designs concept and layout for the annual report.
 - Assists in creating and maintaining current photo inventory.
 - Administrator of social media channels and manager of day to day social media activity.
 - Administrator for DMC website and agency liaison.
 - Protects the DMC brand by developing and maintaining the brand usage guide.
 - Approves all branded DMC apparel, included but not limited to team uniforms, employee uniforms, spirit wear, and practice uniforms.
 - Provides brand and communication training for employees.

- Supports advancement by creating printed materials, invitations, social media plans, and signage.
 - Attends Advancement events including but not limited to the True Blue Gala and the Annual Golf Classic.

- Supports academics, student activities, and operations.
 - Creates branded communications and event signage.
 - Manages the templates for DMC email marketing platform.
 - Serves as DMC liaison with vendors approved to produce DMC branded apparel and merchandise and campus signage.

Administrative Duties

- Has working knowledge of all DMC communication channels.
- Ensures compliance with state and federal CAN-SPAM regulations.
- Engages in ongoing professional development opportunities to learn new skills or improve current skills.
- All other duties as assigned.