



## Graphic Designer

- Job Description -

The Hunt Institute's mission is to provide unbiased research, technical expertise, and learning opportunities that equip and empower educators and policymakers to drive equitable reforms and become audacious champions for education. Since its establishment in 2001, The Hunt Institute has emerged as a recognized and credible leader in the movement to transform American public education and a go-to source for reliable, objective, and timely information. The Institute works at the intersection of education policy and politics, supporting state and national officials and empowering them to transform education. The Institute's mandate is to inspire and equip elected officials and senior policymakers to make informed decisions that improve the lives of all children, with its primary audience consisting of governors, legislators, and other elected and state-level policymakers.

### Position

The Graphic Designer (GD) designs Institute collateral, updates The Institute's website, and ensures consistent execution of the organization's visual brand. The GD has an understanding for target audiences and how to best reach those audiences through artistic work meanwhile ensuring brand consistency that builds recognition.

The GD will report to the Director of Marketing & Communications and be based out of The Institute's office in Cary, North Carolina.

### Responsibilities

- Produce strategic, creative designs for printed and electronic materials such as promotional brochures, issue briefs, key takeaways, concept papers and white papers, HTML save-the-dates, e-newsletters, infographics, event app, event programs and program concept papers, meanwhile making recommendations regarding the best ways to translate complex information into effective visuals.
- Develops and maintains Hunt-branded presentation materials (e.g. PowerPoint templates), assists with pre-production copy editing, and works with print vendors to ensure that collateral is received on time, on budget, and that they are high-quality.
- Edits and updates web pages to ensure content is engaging, interactive, and easy to navigate.
- Maintains Institute's style guide – including logo requirements, typography, colors, etc. – to ensure the Institute's brand identity is cohesive.
- Integrates all style requirements into the design of materials.

- Works collaboratively with the Director of Marketing & Communications and other members of the Communications team to identify and implement strategies that will strengthen the Institute's visual brand.
- All other duties as assigned.

## Qualifications

- Commitment to The Hunt Institute's mission and vision, alongside a passion for challenging entrenched systems of educational inequity and bettering public education for all children.
- Knowledge of computer software and programs such as Microsoft Excel, Word, MailChimp, and PowerPoint.
- Strong knowledge and experience with digital design software including: Adobe Creative Suite/Cloud (InDesign, Photoshop, Illustrator, Acrobat), and Tableau.
- Strong knowledge and experience with website management, design, and functionality, including: Wordpress, HTML and CSS. Experience with SEO and JavaScript is beneficial.
- Experience with photography and some video editing experience helpful (Adobe Premiere).
- Knowledge of social media platforms (Facebook, Twitter, LinkedIn and Instagram).
- Knowledge of design techniques, tools, and principles.
- Ability to engage diverse audiences, including senior-level elected officials, both as a discussion moderator and in one-on-one conversation.
- A strong work ethic, with a results-oriented philosophy and personal qualities of trustworthiness, openness, accessibility, kindness, flexibility, and a sense of humor.
- Ability to handle multiple assignments and meet deadlines.
- Ability to pay attention to accuracy and detail while thinking broadly.
- Bachelor's degree in graphic design, marketing, public relations, communications, or related field required.
- Minimum of three years' experience.

## Ideal candidates will also demonstrate:

- Resourcefulness and good judgment.
- Leadership by example.
- The value of diversity of thought, backgrounds, and perspectives.
- Integrity/ethics beyond reproach.
- Constant seeking to apply best practices.
- Willingness to work collaboratively and consider new ideas.
- Commitment to The Hunt Institute's mission, vision, financial stability, and success.

## Equal Employment Opportunity

At The Hunt Institute, Equal Employment Opportunity is our commitment and goal. All qualified

candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status, or any other protected status designated by federal, state, or local law. Applicants are encouraged to confidentially self-identify when applying. Employment is contingent upon successful completion of a reference check and background investigation.

*To apply: Please submit cover letter, along with a résumé or CV, and a sample from design portfolio to [applicant@hunt-institute.org](mailto:applicant@hunt-institute.org) with the subject line "Last Name – Graphic Designer." No phone calls, please.*