Graphic Designer

The National Park Foundation (NPF) seeks an energetic, team oriented Graphic Designer to join the Marketing and Communications department.

The Graphic Designer combines knowledge of current graphic design standards with individual creativity to produce graphic art and visual materials that further the awareness of the National Park Foundation as the national charitable partner of America's national parks. The Graphic Designer will assist the Sr. Director, Brand Development and the entire Marketing and Communications team in executing promotions, advertisements, marketing campaigns, organizational publications and collateral material befitting of the National Park Foundation brand.

This is a full-time position is based in Washington D.C. and reports to the Sr. Director, Brand Development.

WORKING AT NPF
The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

In 1872 America did something unprecedented; it set aside more than one million acres of wilderness for the benefit and enjoyment of the people. For more than 100 years, citizen involvement and private philanthropy have helped to improve, preserve and protect America's national parks. Since it was established by Congress in 1967, NPF has sustained this legacy of private philanthropy. We are a small organization with a big mandate. Learn more about us at www.nationalparks.org.

You will be joining this growing organization at an exciting, pivotal, moment in the 50-year history of the National Park Foundation and the 100-year history of the National Park Service.

RESPONSIBILITIES AND DUTIES
- Design print and collateral materials across a variety of media that enhance the public's awareness of the National Park Foundation including logos, title treatments, electronic media kits, organizational brochures, organizational publications and newsletters, advertisements and presentations.
- Maintain the integrity of all design relating to the National Park Foundation ensuring that the creative is strategically on target, delivered on time, and consistent with the organization's brand guidelines.
- Develop, implement and maintain documentation system for graphic images including information about proper usage and rights.
- Assist with proofing, printing, scanning, formatting files, preparing proposals and other graphic design needs.
- Establish and maintain cooperative relationships with design consultants, printers, corporate partners, NPF employees, and other public interest groups.
- Serve as a resource for NPF colleagues and provide counsel on effective visual communication and NPF brand standards.
- Offer day to day support to the NPF communications team as needed.

ESSENTIAL EXPERIENCE, SKILLS AND COMPETENCIES

The ideal candidate should have the following:

- Demonstrated Design Technique—portfolio reflecting a highly stylized and unique design style and indicating design proficiency in multiple mediums; experience in comprehensive campaign development and quality brand management; must be detail oriented and able to deliver innovative visual material and layout designs from conception through design and execution.
- Software Skills—expertise in Illustrator, Photoshop, In Design, Dreamweaver (HTML and CSS) and other desktop publishing applications in addition to Microsoft Office basics—Word, Excel, PowerPoint, and SharePoint site creation knowledge.
- Professional Printing Knowledge—familiarity with pre-press techniques, such as document setup, ink and paper selection.
- Organization—the ability to work in a fast-paced, deadline-driven environment; practice maintaining project specific goals and plans to help prioritize, organize, and manage projects from concept through to completion; must be able to manage several projects simultaneously.
- Understanding of Basic Design and Communication Principles—a keen understanding of integrated design, media production, marketing, advertising and communication methods; must remain abreast of technological advances in the field and be able to identify areas of use in the organization.
- Creativity—strong creative thinking and concept development skills including the ability to devise original and clever design approaches and deliver visual imagery appropriate to the project specs.
- Problem Solving—the ability to combine and analyze information and accurately assess the value, importance or quality of things as they relate to the National Park Foundation's objectives.
- Encouraging Attitude—the ability to build and maintain constructive relationships with internal and external stakeholders.

MINIMUM REQUIREMENTS:

- Bachelor of Fine Arts degree or Bachelor's degree in Graphic Design, Visual Communication, Branding or other related program area.
- 3-4 years professional experience or equivalent training.

TO APPLY

- If you know you are the perfect candidate for this position, we want to hear from you. Please submit your application through the National Park Foundation ADP portal found here. If you experience technical difficulties during the process, you may submit your cover letter, resume and salary history by email to resumes@nationalparks.org. Please indicate "Graphic Designer" in the subject line of the e-mail.

National Park Foundation is an Equal Opportunity Employer. Candidates of all backgrounds are encouraged to apply.