

## Appalachian Sustainable Agriculture Project Job Description

**Position:** Graphic Design Coordinator

**Supervisor:** Communications Manager

**Classification:** Permanent, Full Time, exempt

ASAP's mission is to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food. To read our vision and equity statements, please visit [asapconnections.org/about-us](http://asapconnections.org/about-us).

**Purpose:** The Graphic Design Coordinator will work collaboratively under the guidance of the Communications Program Managers to coordinate the organization's graphic design needs, creating materials and publications across programs and the organization.

This position is regularly scheduled for Monday through Friday, 9am to 5pm with periodic Saturday and/or after hours work required.

### **PRIMARY ACTIVITIES (include but are not limited to)**

- Design and produce digital and print materials for ASAP's programs, including the annual *Local Food Guide* publication, Appalachian Grown branding program, farmers market promotions, and support materials for events such as the Business of Farming Conference and Farm Tour
- Guide staff in maintaining a consistent look for the organization
- Manage multiple projects, working within design specifications and budget restrictions
- Advise best practices and optimizations throughout design projects
- Oversee the organization's photography and videography needs, including working with staff, volunteer, and contract photographers/videographers
- Support digital and print ads submitted for ASAP's publications
- Assist Communications Manager with website and newsletter content as needed
- Organize and manage ASAP's image archive and graphic design files
- Research vendors and procure price quotes for printing and other services
- Participate in organizational planning, staff meetings, and activities

### **KEY LIVED EXPERIENCES, ATTRIBUTES, and SKILL SETS SOUGHT**

- Strong graphic design skills, and willingness to design within the organizational branding
- Minimum of two years experience in graphic design for both print and digital media
- Proficiency in Adobe Creative Suite, including Photoshop, InDesign, and Illustrator, as well as Google Suite
- Ability to handle multiple projects with a keen attention to detail
- Ability to meet deadlines and occasional quick turnarounds

- Strong planning, organizational, and record-keeping skills
- Works well in a team environment with other designers, writers, and project managers, while able to complete work independently
- Photography and/or videography skills a plus
- Professional or lived experience communicating and working effectively with diverse communities, including urban and rural communities, BIPOC communities, and/or low-resourced communities
- Understanding and commitment to diversity, equity, and inclusion in the local food system

## **REQUIRED**

- ASAP requires all staff to be fully vaccinated against COVID-19 and to follow office guidelines around masks, based on current recommendations
- Must provide consent for a background check
- Ability to regularly lift and/or move up to 25 pounds without assistance
- Some local travel and periodic Saturday shifts

## **COMPENSATION**

Benefits include an employer match retirement plan, paid time off, paid sick time, and paid holidays. Contact [melinda@asapconnections.org](mailto:melinda@asapconnections.org) for detailed information about compensation and benefits.

ASAP is currently a qualifying employer for the Public Student Loan Forgiveness (PSLF) Program.

## **To Apply**

Email a cover letter, resume, and three references with the email subject line: 2022 Graphic Design Coordinator to [jobs@asapconnections.org](mailto:jobs@asapconnections.org). Please submit documents in PDF or Google Docs format.

Due to the volume of applications we receive, we are unable to respond to all applicants.

Initial responses to this opportunity are requested by 9am EST on Fri, November 4th 2022, with the position remaining open until filled thereafter.

ASAP is an equal opportunity employer and does not discriminate on the basis of race, color, religion, gender, age, national or ethnic origin, disability, sexual orientation, gender identity, political beliefs, creed, marital status, genetic information, veteran status, or any other classification protected by applicable law.