



We are looking for a Graphic Designer

The **American Baptist Home Missions Societies** (ABHMS) is a historic national nonprofit agency serving the needs of American Baptists across the United States and Puerto Rico.

Why does ABHMS need a Graphic Designer?

The American Baptist Home Missions Societies (ABHMS) seeks a GRAPHIC DESIGNER to create and edit graphics for print and digital formats, capture and edit photos, and post content to social media. Using information about the organization, the Graphic Designer ensures brand consistency through images. This role works in direct collaboration with the communications/marketing team to achieve the organization's goals and objectives. Duties include creating content for diverse marketing campaigns and events. This position reports to the director of marketing/communications, is full-time and is based at the Leadership and Mission Building, 1075 First Avenue, King of Prussia, PA. The successful candidate will be able to commute to the office on a regular/daily basis.

Graphic Designer Education and Experience Requirements

The Graphic Designer should have a bachelor's degree and at least two years of experience in graphic design, marketing or relevant field. Demonstrable experience capturing and editing photographs, creating graphics, posting to social media platforms, and a working knowledge of the Microsoft Office suite, Adobe Creative Suite, and Canva are essential requirements.

The ideal candidate will be committed to ABHMS' mission and values and be able to thrive in a diverse and multicultural work environment. To perform this job successfully, an individual must be able to perform each essential duty. This position requires a high degree of attention to detail and accuracy as well as good planning, analytical, organizational and interpersonal skills. This role requires effective communication skills, both written and orally.

Graphic Designer Skills and Qualifications

- Project management experience and time-management skills for juggling numerous time-sensitive projects simultaneously. Familiarity with project management software is required.
- Strong written and verbal communication skills to articulate clearly with various departments, including vendors, contractors, and freelancers.
- Excellent interpersonal skills for representing the organization in public, during events, and while attending conferences.

- Proficient with Microsoft 365 Office as well as basic knowledge of computer applications with particular expertise in graphic design, photography/photo editing.
- Experience with effective execution of social media campaigns developed by the marketing team.

Graphic Designer Duties and Responsibilities

- Visualizing and creating graphics, including illustrations, logos, layouts, infographics, and photos
- Managing graphic design projects from concept through production
- Implementing the design/layout for publications, brochures, business cards, flyers, newsletters, display advertising for print and digital media, eblasts, and social media sites
- Developing unique images that contribute to a wide variety of marketing projects
- Identifying client needs and providing innovative recommendations consistent with marketing strategies and brand
- Collaborating with the marketing team to execute marketing campaigns
- Other related duties may be assigned, as well as occasional travel to significant events.

Projects include:

Corporate logos, Product catalogs, Brochures, Sales flyers, Large scale signage Photography and light videography work, Design for advertising campaigns and websites, Design/layout of magazine/periodicals (such as Christian Citizen, Discipleship Guide, Annual Report)

What are the daily duties of a Graphic Designer?

On a typical day, a Graphic Designer starts by checking their email and voicemail to see if they missed time-sensitive messages. They meet with the marketing team/internal partners throughout the day to discuss previous, current, and future marketing campaigns. The Graphic Designer presents visual designs during these meetings and suggests campaign or content ideas. Once back at their desk, the Graphic Designer creates graphics to contribute to ongoing marketing initiatives and post approved content to social media platforms.

What qualities make a good Graphic Designer?

ABHMS' ideal Graphic Designer is committed to the mission and vision of the organization. An effective Graphic Designer is an enthusiastic self-motivated individual with a strong desire to learn and expand their marketing expertise. This motivates them to ask questions, seek additional projects, and produce quality campaign strategies. They have excellent graphic design skills to create graphics and photographs for marketing campaigns and social media posts. The effective Graphic Designer takes the time to understand the organization's brand, products, and services. This enables them to develop tailored campaign content and other ideas that accurately market the

company's offerings. A successful Graphic Designer is also well-organized, as they need to manage campaign calendars and marketing event details.

ABHMS is a great place to work! We offer an excellent compensation package: competitive salary and benefits (health insurance, paid time off and paid sick time, participation in a fully-vested 403b). ABHMS provides the support needed to continue to develop our staff's knowledge, skills and abilities along their chosen career path consistent with ABHMS' missional priorities and objectives. We offer a safe, professional work environment located at 1075 First Avenue in King of Prussia, PA.

To apply, send Cover Letter and Resume to Lmiraz@abhms.org