

JOB DESCRIPTION



JOB TITLE: Website and Graphic Designer

EMPLOYER: National Honorary Beta Club

DEPARTMENT: Marketing

REPORTS TO: Director of Marketing

LOCATION: National Beta Club Office - 151 Beta Club Way | Spartanburg, SC 29306

EFFECTIVE DATE: 7/1/2024

SUMMARY: Create and develop organizational design requests while working on a variety of projects including creation of custom concepts and promotional materials.

DUTIES AND RESPONSIBILITIES:

- Work directly with marketing department to develop new design concepts, graphics and layouts for website, advertisements, brochures, and other needs
- Collaborate with marketing, production, membership, convention and merchandise departments to interpret and produce the promotional and marketing needs of the organization
- Support the design, photography, and videography needs of National Beta events and club opportunities, including social media, email marketing, and website updates
- Maintain mobile app, wiki, and multiple websites with current and relevant information and graphics
- Communicate with vendors to ensure designs are accurately produced
- Proofread to produce accurate and high-quality work
- Perform other related duties as assigned by management

SUPERVISORY RESPONSIBILITIES:

- This job has no supervisory responsibilities.

QUALIFICATIONS:

- Bachelor's Degree (BA) in graphic design or related field with a minimum of 1-3 year's experience preferred
- Strong portfolio of print and digital graphics
- Basic National Beta Club knowledge preferred
 - Other skills required:
 - Proficient in the following Adobe Creative Cloud programs: Acrobat, Illustrator, InDesign, Photoshop, Lightroom
 - Strong understanding of photography techniques, including composition, lighting, exposure, and post-processing.
 - Proficient in operating diverse types of cameras, lenses, and other equipment.
 - Other skills preferred:
 - Creation of 2D and 3D motion graphics and animations
 - Ability to capture professional video, lighting, and audio, as well as mastery of video editing software such as Final Cut Pro or Adobe After Effects to edit footage, add effects, and enhance visuals
 - Strong digital drawing and sketching skills using software such as Adobe Illustrator or Procreate to create vector illustrations

COMPETENCIES:

- **Project Management** - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.
- **Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.
- **Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.
- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.
- **Quality Management** - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.
- **Ethics** - Treats people with respect; Keeps commitments; Inspires the trust of others; Works with integrity and ethically; Upholds organizational values.
- **Planning/Organizing** - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Initiative** - Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Takes independent actions and calculated risks; Looks for and takes advantage of opportunities; Asks for and offers help when needed.
- **Innovation** - Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others' attention.

PHYSICAL DEMANDS AND WORK ENVIRONMENT:

- Occasionally required to stand
- Occasionally required to walk
- Frequently required to sit
- Continually required to utilize hand and finger dexterity
- Frequently required to talk or hear
- While performing the duties of this job, the noise level in the work environment is usually quiet
- The employee must occasionally lift and /or move more than 10 pounds
- Specific vision abilities required by this job include: Close vision; Distance vision; Color vision; Peripheral vision; Depth perception and ability to adjust focus

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Questions and How to Apply:

Please submit cover letter, resume, and questions to jobs@betaclub.org.