



Family, Career and Community Leaders of America

POSITION DESCRIPTION

Date Written or Revised: October 2021

Title: Graphic Design and Marketing Manager

Supervisor: Director of Communications and Programs

Job Status: Full-Time Exempt
 Part-Time Non-Exempt

PRIMARY PURPOSE

The Graphic Design and Marketing Manager is responsible for leading the development, implementation, and management of all graphic design and a targeted marketing and communications strategy that will contribute to an overall effort to build the branding and visibility of FCCLA. The Manager will work with the staff to fulfill all public relations, marketing, and communications needs of the organization with a focus on consistent branding and new opportunities in media and promotion.

ESSENTIAL FUNCTIONS

Graphic Design/Branding Support: Digital/Print Collateral

Percent of time spent: 60%

- Work with the Director of Communications and Programs to determine visual style of the organization and provide art direction for all published documents, to include preparing brand-approved templates for staff use,
- Provide art direction and design review for all documents published by the organization
- Design or assist in the development and design of two (2) annual issues of *Teen Times* magazine Work with the Director of Communications and Programs to oversee production for organizational publications and regularly monitor FCCLA manuals and collateral to keep information current and available to our membership
- Design national conferences/meetings program agendas and guides
- Create logos for fundraising initiatives, program redesigns, and special events as needed, adhering to the FCCLA brand
- Design posters and materials for FCCLA's annual Chapter Mailings
- Create, edit, and redesign FCCLA manuals and reports as needed (Strategic Plan, Annual Reports, etc.)
- Design materials for staff members as needed (edit PDFs, design Word Doc templates, convert files, design flyers/ads/posters, send/receive logos and partner files, etc.)
- Other tasks as needed

Marketing, and Communications

Percent of time spent: 40%

- Draft new content and revise existing to ensure up-to-date communications across all organizational newsletters, student and adviser resources, social media channels, FCCLA Portal, conference app, and website
- Promote FCCLA events, occurrences, and accolades throughout the year through writing press releases, promotional literature, and securing media coverage
- Work with the Director of Communications and Programs to oversee content for the *Teen Times* magazine biannually from ladder development through publication
- Work with the Director of Communications and Programs to oversee production for organizational publications and regularly monitor FCCLA manuals and collateral to keep information current and available to our membership
- Work with the Junior Marketing Manager as it pertains to social media content, conference app, newsletters, and other external communications with FCCLA's constituents
- Other tasks as needed

EDUCATION AND EXPERIENCE REQUIRED

Education: Bachelor's degree in graphic design or communication or related field required; public relations experience preferred.

Experience: 2-4 years related experience to include graphic design, administrative, project, and program management experience. Supervisory experience preferred. Tech savvy with intermediate skills in MS Office applications, database, and presentation software; demonstrated ability to master new applications quickly.

SKILLS AND ABILITIES REQUIRED

Excellent oral and written communication skills; ability to work collaboratively in a team environment; ability to work effectively with all levels of staff; exhibits a consistently high level of attention to detail; ability to effectively manage multiple priorities; demonstrates positive interpersonal skills; exceptional attention to detail and accuracy; exemplify excellent business writing skills; and able to effectively set priorities and meet deadlines for routine work and project work, and annually scheduled events. Proficiency in Adobe InDesign, Illustrator, and Photoshop required. Web, video, and multimedia skills are a plus. Must be capable of both in-person and remote work.

TRAVEL REQUIREMENTS

10-20%

EMPLOYER'S RIGHTS

The Family, Career and Community Leaders of America's management reserves the right to review and revise this document at any time. Employees are expected to perform any other duties or tasks that are assigned. This document represents a description of intended job content and performance requirements and is expected to be revised annually or when a major change occurs. The existence of this document should not be construed in any way to represent an actual or implied contract of employment.

This organization grants equal employment opportunities to all qualified persons regardless of race, creed, color, sex, age, national origin, marital status, or physical/mental handicap. It is the intent and desire of the national Board of Directors that equal opportunities be provided in recruitment, selection, salary, promotion, benefits, privileges, and all other terms and conditions of employment.