



## Family, Career and Community Leaders of America

### POSITION DESCRIPTION

**Date Written or Revised:** April 2026

**Title:** Graphic Designer and Marketing Coordinator

**Supervisor:** Development and Communications Director

**Job Status:**

<input checked="" type="checkbox"/>	Full-time	<input checked="" type="checkbox"/>	Exempt
<input type="checkbox"/>	Part-time	<input type="checkbox"/>	Non-Exempt

#### PRIMARY PURPOSE

The Graphic Designer and Marketing Coordinator supports FCCLA’s visual branding and marketing efforts by producing professional, cohesive design assets across digital and print platforms. This role executes graphic design projects, supports social media content creation, and assists in marketing campaign implementation to strengthen FCCLA’s brand presence and organizational initiatives. The Coordinator works closely with the Development and Communications Director and the Communications & PR Manager to ensure visual and written messaging are aligned, consistent, and impactful.

This position will work closely with the Communications and Public Relations Manager, who leads written communications, press relations, and editorial content. While the Coordinator does not report to this role, the two positions will collaborate regularly under the guidance of the Development and Communications Director to ensure FCCLA’s messaging and visual identity are aligned and impactful. This role operates under the direction of the Development and Communications Director. Final approval of major branding decisions, campaign themes, and high-visibility materials rests with the Director.

This position plays a key role in cross-departmental collaboration by providing creative design support for FCCLA’s programs, partnerships, and membership initiatives, ensuring that all visual materials reflect FCCLA’s mission and brand standards.

#### STRATEGIC CREATIVE LEADERSHIP

##### CREATIVE CONTRIBUTION & BRAND SUPPORT

The Graphic Designer and Marketing Coordinator supports FCCLA’s visual brand identity by producing high-quality design assets that align with organizational priorities. This individual contributes creative ideas, executes marketing materials, and ensures consistency across platforms under the direction of the Development and Communications Director.

The Coordinator is expected to:

- Maintain FCCLA’s established brand standards across all assigned projects.
- Contribute creative concepts to support campaigns and initiatives.
- Recommend improvements to enhance clarity and visual engagement.
- Execute projects from concept through completion with attention to detail and timeliness.

Success in this role requires internal motivation, initiative, professional maturity, and a visible commitment to excellence beyond minimum task completion.

## PROFESSIONAL COMPETENCIES

A successful Graphic Design and Marketing Coordinator demonstrates creativity, precision, and a strong commitment to excellence in visual communication. This individual proactively seeks to understand FCCLA's programs, initiatives, and brand priorities, applying design expertise and marketing strategies to create compelling visuals that elevate FCCLA's presence. They are detail-oriented, innovative, and adaptable, consistently ensuring that all design and marketing efforts reflect FCCLA's mission and brand identity at the highest standard.

- **Visual Branding & Creative Excellence:** Produces high-quality, engaging designs across digital, print, and multimedia platforms, ensuring consistency with FCCLA's brand identity and mission.
- **Marketing Strategy & Execution:** Develops and implements creative marketing campaigns that drive awareness, engagement, and participation in FCCLA programs, initiatives, and events.
- **Social Media Management & Content Creation:** Consistently engages on FCCLA's social media platforms by creating timely, visually compelling content while staying on top of platform trends, audience behavior, and trending content to maximize reach and engagement.
- **Collaboration & Cross-Departmental Support:** Works closely with colleagues to provide creative design solutions that support organizational priorities, programs, partnerships, and membership initiatives.
- **Initiative & Adaptability:** Anticipates marketing and design needs, proactively improves processes, and adapts creative strategies to evolving industry trends and organizational priorities.
- **Technical Proficiency & Innovation:** Demonstrates expertise with industry-standard design tools (Adobe Creative Suite, Canva, etc.) and stays current with emerging platforms, technologies, and design trends.
- **Accountability & Ownership:** Takes responsibility for assigned projects, ensuring deliverables meet deadlines, quality standards, and organizational expectations.
- **Ability to Take Direction & Implement Feedback:** Actively incorporates feedback from the Development and Communications Director to refine creative work and align with FCCLA's strategic vision.
- **Planning & Organizational Skills:** Effectively manages multiple design and marketing projects simultaneously, balancing creativity with efficiency to deliver results on time.
- **Problem Solving & Creative Thinking:** Applies design thinking and marketing insight to overcome challenges, develop innovative solutions, and create content that resonates with FCCLA's diverse audiences.

This position requires a creative, highly motivated, and detail-driven professional who thrives in a fast-paced environment, embraces new challenges, and ensures FCCLA's design and marketing initiatives are engaging, innovative, and aligned with the organization's mission.

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## ESSENTIAL FUNCTIONS & TIME ALLOCATIONS

### CREATIVE CAMPAIGN & VISUAL BRANDING (25%)

- Serve as the design lead for FCCLA, maintaining and elevating the organization's visual brand identity across all national communications, campaigns, and initiatives.
- Develop and execute cohesive visual branding systems for annual themes, national initiatives, and organizational priorities, ensuring alignment with FCCLA's mission and strategic plan.
- Design and deploy promotional visuals supporting chapter affiliation, membership growth, national initiatives, and new organizational resources.
- Create integrated campaign graphics for newsletters, adviser communications, social media platforms, and website deployment in collaboration with the Communications & PR Manager.
- Develop comprehensive marketing asset packages for national initiatives and strategic campaigns, ensuring consistency across print, digital, and social formats.
- Generate original creative concepts and campaign ideas to enhance FCCLA's brand storytelling and audience engagement, submitting proposals to the Director for review and approval.
- Collaborate with the Director and Communications & PR Manager to ensure all visual campaigns align with strategic priorities and internal marketing calendars.

**NATIONAL EVENT DESIGN & SUPPORT (20%)**

- Design event-related materials under the direction of the Development and Communications Director.
- Support visual branding execution for national conferences.
- Coordinate with vendors to ensure artwork files meet production specifications.
- Maintain full ownership of FCCLA's NL Content Creator Program including reviewing applications, participant logistics, and communication.
- Provide on-site support as assigned.

**DESIGN SYSTEMS & BRAND ENFORCEMENT (15%)**

- Maintain full ownership of FCCLA's internal design request system, ensuring efficient workflow management, accurate project tracking, and clear communication across teams.
- Monitor and manage all incoming design requests to ensure alignment with organizational priorities and timely completion.
- Maintain organized digital file systems within shared platforms, ensuring all final design deliverables are properly archived, accessible, and labeled according to established standards.
- Develop and refine internal design processes to improve efficiency, scalability, and cross-team collaboration.
- Maintain ongoing time tracking and workload assessments to inform capacity planning and project timelines, reporting insights to the Director as needed.
- Provide a recurring summary of completed design projects, key deliverables, and performance observations to the Director.
- Review materials for brand consistency and elevate concerns to the Director as needed.
- Support vendor coordination and ensure materials align with approved branding standards.
- Provide guidance and training to staff regarding proper brand usage, file management, and design submission protocols.

**CHAPTER-FACING RESOURCES & BRAND RELEVANCE (20%)**

- Lead the design and modernization of adviser- and member-facing resources, toolkits, and handbooks to ensure visual clarity, accessibility, and brand consistency.
- Develop and implement the full visual layout and identity of major organizational publications, with final approval from the Director.
- Design visual assets that support adviser onboarding and enhance the clarity of national communications to new chapters.
- Independently lead high-visibility design projects from intake through final delivery, including concept development, revisions, and cross-team coordination.
- Proactively identify opportunities to enhance FCCLA's visual presence and submit strategic design recommendations to the Director for consideration.

**SOCIAL MEDIA DESIGN & MANAGEMENT (20%)**

- Serve as FCCLA's lead designer and creative strategist for all national social media platforms.
- Develop and execute visually compelling social media content aligned with national campaigns, membership initiatives, conferences, and program promotion.
- Monitor organizational social platforms to ensure brand consistency, relevance, and alignment with strategic priorities.
- Collaborate with the Communications & PR Manager to adapt visual content strategy based on engagement metrics and performance insights.
- Develop motion graphics, short-form promotional videos, and animated content to strengthen digital engagement and brand visibility.
- Create customizable social media toolkits and graphics for chapter-level use during national initiatives and membership campaigns.
- Engage with digital trends and emerging platforms to ensure FCCLA maintains a modern and relevant online presence.
- Provide ongoing social media performance observations and visual strategy recommendations to the Director.

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### **NATIONAL LEADERSHIP CONFERENCE (NLC) ON-SITE EVENT SUPPORT**

Attendance at the National Leadership Conference (NLC) will be determined on an annual basis based on organizational needs, registration numbers, and overall event staffing requirements. Because the majority of design and marketing deliverables are completed prior to the conference, there is minimal to no design production required on-site. During NLC, the Coordinator role shifts from creative execution to operational and attendee support.

If it is determined that attendance is required, on-site responsibilities will be fluid and assigned based on event priorities as directed by the Conferences Director and the Development and Communications Director. This individual is expected to maintain a strong working knowledge of the conference agenda, event locations, and daily schedule in order to effectively support attendees and respond to questions with professionalism and accuracy.

Primary on-site responsibilities will include:

- **Registration Desk Support (75%)**
  - Serve as support staff at the registration desk, assisting with attendee check-in, badge distribution, materials organization, and high-volume inquiries.
  - Provide professional, solutions-focused customer service while supporting troubleshooting needs and maintaining efficiency during peak traffic periods.
- **Event Setup & Physical Installation Support (15%)**
  - Assist with conference setup and teardown, including assembling signage, installing backdrops, organizing materials, and supporting other manual labor needs.
  - Support additional operational tasks as assigned to ensure event spaces are prepared and maintained to professional standards.
- **Content Creator Program On-Site Contact (10%)**
  - Serve as the designated on-site point of contact for the FCCLA Content Creator team, providing logistical coordination and communication support.
  - Ensure content creator needs are addressed while maintaining primary focus on registration and operational responsibilities.

This role requires flexibility, stamina, strong customer service skills, and the ability to adapt quickly to evolving conference demands while prioritizing registration support as the primary on-site function.

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### **ADDITIONAL RESPONSIBILITIES & ORGANIZATIONAL FLEXIBILITY**

The responsibilities outlined above are intended to reflect the primary scope of this role; however, due to the dynamic and evolving nature of FCCLA's programs, events, partnerships, and strategic initiatives, it is not possible for any job description to fully capture every responsibility that may arise.

As a member of the Development and Communications team, the Graphic Design and Marketing Coordinator is expected to demonstrate flexibility and adaptability in supporting organizational priorities. This includes taking on additional design, marketing, or communications-related responsibilities as assigned by the Development and Communications Director. This position may be called upon to:

- Provide creative support for new initiatives, emerging campaigns, or time-sensitive opportunities not previously outlined.
- Assist with cross-departmental projects that require visual branding, marketing strategy, or design expertise.
- Support organizational growth efforts, special projects, or strategic shifts as determined by leadership.
- Adjust priorities and workload based on conference preparation cycles, membership initiatives, or evolving marketing needs.

The Coordinator is expected to approach new assignments with professionalism, initiative, and a solution-oriented mindset, recognizing that organizational needs may expand or shift throughout the year.

All additional responsibilities will be directed or approved by the Development and Communications Director to ensure alignment with FCCLA's mission, strategic plan, and brand standards.

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## WORK SCHEDULE

Following an initial period of up to sixty (60) days (approx. forty (40) business days) working on-site at FCCLA's headquarters in Herndon, Virginia, this position will transition to a hybrid schedule consisting of two (2) in-office days (Tuesday and Wednesday) and three (3) remote workdays (Monday, Thursday, and Friday) per week, unless otherwise communicated due to conference preparation, event support, or operational needs.

In preparation for the National Leadership Conference, FCCLA operates in a high-capacity, all-staff support model. At a minimum of thirty (30) days prior to conference shipment, all staff members are required to report in-office four (4) days per week, Monday through Thursday, to support packing, material preparation, logistics coordination, and final execution of conference deliverables. Additional in-office requirements may be implemented at the discretion of leadership based on operational demands.

FCCLA implements an adjusted summer schedule annually beginning around Memorial Day, with the specific start date determined each year by leadership. During the summer schedule period, staff may work half-days on Fridays. In order to maintain the required 37.5-hour workweek, additional hours are added Monday through Thursday to offset the reduced Friday schedule. Participation in the summer schedule is contingent upon maintaining performance standards and operational coverage needs.

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## WORK SCHEDULE EXPECTATIONS

FCCLA's standard business hours are Monday through Friday, 8:00 AM to 4:00 PM. These hours represent the organization's core availability window during which staff are expected to be accessible and responsive. However, due to the nature of this role within Development and Communications, flexibility beyond core hours is required.

As the primary staff member supporting visual branding and social media design, this position is expected to actively monitor, manage, and strategically respond to digital engagement outside of standard business hours. Oversight of a national social media presence requires consistent awareness of platform activity, trending conversations, tagged content, student highlights, and time-sensitive announcements. Social media activity, chapter events, and emerging trends frequently occur during evenings and weekends and may require timely review, amplification, or response to maintain organizational visibility, relevance, and professionalism.

Seasonal workload peaks require additional availability. National conferences and events, including the National Leadership Conference, Capitol Leadership, Fall Leadership Institute, and Chapter Adviser Summit, require extended and irregular hours to ensure timely production, shipment, and on-site execution.

The months of January and February represent FCCLA's most critical marketing period. During this time, the Communications function leads national promotion for Career and Technical Education Month and National FCCLA Week, drives awareness of award and scholarship deadlines, monitors application numbers, and pivots quickly to promote underperforming categories when necessary. Simultaneously, this role prepares and launches the full marketing rollout for the National Leadership Conference as registration opens on or around March 1. This timeframe constitutes the busiest and most strategically significant marketing season of the year.

Given the extensive campaign deployment, communications execution, production timelines, application processing, and heightened organizational visibility required during this period, extended vacation leave exceeding one to two (1–2) business days during the months of January and February is strongly discouraged for this position, as determined by the Development and Communications Director.

This is an exempt, salaried position. The standard 37.5-hour workweek represents the minimum expectation. The responsibilities of this role require professionalism, sound judgment, adaptability, accountability, and the ability to manage workload fluctuations in alignment with organizational priorities. Flexibility during peak seasons and conference preparation cycles is an essential requirement of this position.

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## EDUCATION AND EXPERIENCE REQUIRED

### Education

Bachelor's degree in Graphic Design, Marketing, Communications, or a closely related field preferred. Equivalent professional experience demonstrating advanced design and marketing competency may be considered in lieu of a degree.

### Professional Experience

Minimum of two to four (2–4) years of professional experience in graphic design, branding, and marketing communications required.

### Qualified candidates will demonstrate:

- Proven experience developing cohesive visual branding systems across digital and print platforms.
- Advanced proficiency in industry-standard design software, including Adobe Creative Suite (InDesign, Illustrator, Photoshop). Experience with Canva or comparable collaborative design platforms is expected.
- Familiarity with video editing, motion graphics, or short-form digital content creation is highly desirable.
- Experience managing multiple concurrent projects while adhering to production timelines in a fast-paced, deadline-driven environment.
- Strong understanding of digital marketing principles, social media strategy, brand consistency, and multi-platform content deployment across email, web, and social channels.
- Experience supporting nonprofit, education-focused, or membership-based organizations is highly desirable.
- Excellent written communication skills, strong attention to detail, and the ability to interpret and implement strategic direction effectively.

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## TRAVEL REQUIREMENTS

1-5%

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## BENEFITS

FCCLA offers a comprehensive and competitive benefits package designed to support the overall well-being of its employees. Benefits include health, dental, and vision insurance, employer-supported retirement contributions, and a variety of paid leave options, including sick leave, annual leave, parental leave, and paid holidays. Additional benefits and eligibility details will be provided to candidates during the application and onboarding process.

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## 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 which 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 in responsibility occurs. The existence of this document should not be construed in any way to represent an actual or implied contract of employment.*

*FCCLA 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.*