

UNITED WAY OF GREATER LAFAYETTE

GRAPHIC DESIGN INTERN

Reports to: Marketing & Communications Associate
FT/PT: Part-time

Position Overview: Graphic designer will create visual concepts, by hand or using Adobe Creative Suite, to communicate ideas that inspire, inform, or captivate consumers. This position works directly with the Communication Associate to develop the overall layout and production design for advertisements, invitations, brochures, e-marketing messages, website graphics and corporate reports.

Essential Job Functions

- Regularly meet with the Marketing & Communications Associate to determine message portrayal
- Advise on strategies to reach a particular audience
- Create images that identify a product or convey a message
- Develop graphics and visual or audio images for product illustrations, logos, and websites
- Select colors, images, text style, and layout consistent with the United Way Worldwide brand
- Present the design to Marketing & Communication Associate and department Directors
- Incorporate recommended changes into the final design
- Review designs for errors before printing or publishing them for impact marketing
- Maintain the consistency of the United Way brand across channels while pursuing creative solutions to marketing challenges

Non-essential Job Functions

- Administrative functions related to position
- Assist with organizational projects as needed

Requirements

- Minimum of two years' experience in related field or educational equivalent
- Demonstrated ability to manage multiple projects and meet deadlines required
- Proven organizational, written, verbal and creative skills, with attention to detail and follow through
- Demonstrated ability to work on computer with Adobe Creative Cloud's InDesign and Photoshop, Microsoft Office Products, desktop publishing and layout/design.
- Experience with journalism, advertising, print and electronic media preferred
- Commitment to abide by the United Way of Greater code of conduct

Other Skills/Abilities

- Hard worker, ethical, detail oriented, organized team player
- Goal driven with demonstrated ability to work independently and achieve results
- Possess a valid driver's license and insurance
- Background check may be required

Minimum of 8 hours per week are required of interns. We are flexible and can work around your work/ class schedules. Intern may apply for school credit as arranged by their educational institution.

Note: Criminal background check may be required. This job description is not intended to be all-inclusive. Interns may perform other related duties to meet the ongoing needs of the organization.

