



## **SPECIAL OLYMPICS SOUTHERN CALIFORNIA JOB DESCRIPTION**

**JOB TITLE:** Coordinator, Graphic Design and Marketing

Department: Communications

The Coordinator, Graphic Design and Marketing serves as one of the design experts for Special Olympics Southern California. The incumbent will design graphics, collateral, digital materials, merchandise, and emails. The incumbent manages in-house marketing materials and signage. The incumbent also assists with updating SOSC's photo library and creating websites and emails. The incumbent must maintain the highest level of integrity and confidentiality in all aspects of the position. Knows and applies the fundamental concepts, practices and procedures of graphic design and marketing. Works on complex assignments under close guidance.

Reports To: Manager, Graphic Design & Video

Job Level: Level 3

### **RESULTS:**

#### **Graphic Design (45%):**

- Works closely with SOSC staff to create marketing materials to promote events and campaigns. Designs flyers, web banners and graphics, email banners and graphics, social media graphics, brochures, souvenir booklets, posters, merchandise, signage, toolkits, invitations, ads, awards, forms, and other materials required to publicize SOSC.
- Works with vendors to print/create marketing materials, including developing RFPs, bidding for projects, print and delivery specs, and obtaining pro bono work and non-profit discounts.
- Ensures brand guidelines are met on all graphic projects, including maintaining consistency within all SOSC graphics. Tracks and monitors graphics created and provides guidance as needed.
- Helps maintain the SOSC photo library, which includes adding, sorting, and editing photos. Participates in image editing and optimizing images for print and web.

#### **Individual Goals (20%):**

- See Individual Goals sheet.

#### **Signage (15%):**

- Leads signage at Southern California championships and other events. This includes managing inventory, designing and ordering signage, hanging and taking down signage, managing a volunteer committee, and developing wayfinding plans.

### **Merchandising (10%):**

- Manages in-house marketing materials for the organization. This includes educating staff on caring for the items, managing inventory and the storage PODs, designing and ordering new materials, and researching new materials to improve promotions of campaigns and programs. Designs merchandise as needed.
- Represents the Marketing and Communications team on inventory and storage days.

### **Marketing (10%):**

- Provides support to the Senior Manager, Digital Media in developing emails and updating SOSOC's websites as needed. This includes writing and editing copy, creating graphics, developing ads, updating websites, and more. Ensures brand guidelines are met on all websites and web pages.

### **CORE VALUES:**

#### **Be ATHLETE centric:**

- Lets the interests of the athletes drive daily decisions and actions.
- Makes wise use of organizational resources and time in order to maximize the experiences for our athletes.
- Seeks to incorporate athlete participation in non-sports roles.

#### **Be a TEAM player:**

- Places team and organizational success before individual achievement.
- Recognizes the needs and offers assistance without waiting to be asked, or encouraged to do so.
- Shows appreciation and acknowledges the contributions of others.

#### **Be a CHANGE agent:**

- Seeks opportunities for professional development and applies these learnings to work.
- Accepts responsibility for actions, learns from experience and displays a willingness to accept feedback.
- Looks for opportunities to improve processes and enlists help of others when needed.

#### **Be a LEADER:**

- Shares organizational and professional knowledge with co-workers and helps to onboard new team members.
- Takes on new leadership opportunities with eagerness and enthusiasm.
- Represents SOSOC in a knowledgeable and professional manner.

### **JOB LEVEL RESPONSIBILITIES:**

Under supervision, performs work that is varied and may require prioritizing and multi-tasking. Work may include some originality in close collaboration with supervisor. Has limited decision making authority on behalf of the organization. Enforces company policies.

### **QUALIFICATIONS:**

An individual must be able to perform each primary job duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **EDUCATION AND/OR EDUCATION:**

- 2-4 years of experience in graphic design and marketing and AA degree
- Proficient in the Microsoft Office Suite and the Adobe Creative Suite, including Photoshop, Illustrator, InDesign, and Dreamweaver
- Knowledge of content management software, HTML5, CSS3, and responsive design
- Strong marketing and internal customer service experience
- Exceptional project management skills and ability to manage multiple projects and timelines simultaneously
- Experience with managing a photography library
- Demonstrated comfort with technology and the ability to learn new software and programs
- Prior writing and copy editing experience preferred
- Prior photography and videography experience preferred
- Prior supervisor and team leader experience preferred

### **SKILLS AND/OR ABILITIES:**

- Ability to maintain confidentiality of all data and information related to position
- Strong analytical and problem solving skills
- Exceptional attention to detail
- Excellent verbal and written communication skills
- Excellent organization skills
- Ability to establish and maintain effective working relationships with all levels of staff, supporters, and volunteers
- A good eye for photography
- Ability to utilize information technology effectively as a communication tool
- Ability to travel and to work evenings and weekends to meet job requirements
- Have a valid California driver's license and meet minimum California vehicle insurance requirements
- Ability to successfully pass background screen of criminal and driving history

**PHYSICAL REQUIREMENTS:** The physical requirements described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit and to use hands to finger, handle, or feel. The employee occasionally is required to stand, walk, reach with hands and arms, lift or carry up to 50 pounds, and lift overhead up to 50 pounds. Specific vision abilities required by this job include close vision and ability to adjust focus.

**WORK ENVIRONMENT:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. This job requires occasional driving. May work from home on a limited basis with prior supervisory approval.

**COMPENSATION**: Full-time, non-exempt (hourly), 40 hours per week, benefit eligible; salary range is \$17.00 - \$20.00 per hour, depending on directly related experience.

**APPLY**: Please send resume, cover letter and sample portfolio to [lbjobs@sosc.org](mailto:lbjobs@sosc.org).