

Multimedia & Graphic Design Coordinator

Reports To: Director of Communications

Location: Ulman Foundation Headquarters - 1215 E Fort Ave. Suite 104 Baltimore, MD 21230

Exempt/Non-Exempt/Contract/Temporary: Exempt

Full Time/Part Time: Full Time

Standard Office Hours: Normal office hours of 9am-5pm Monday through Friday

Our Mission: Ulman Foundation is a national non-profit organization that changes lives by creating a community of support for young adults, and their loved ones, impacted by cancer.

Your Role in Our Mission: The purpose of the Multimedia & Graphic Design Coordinator is to develop all creative and marketing assets while supporting the organization's overall marketing and communication efforts. Working closely with his/her supervisor and the program teams, this position is instrumental in providing consistent design and branding through creative and innovative multimedia and traditional channels. The work produced by this employee increases Ulman's presence within the national cancer community and influences Ulman's existing community and new potential partners to engage in our mission through print, web and video mediums.

Specific Position Duties Include:

- Design and implement creative assets used online and in print to advance organizational goals. Assets include flyers, postcards, apparel, reports, infographics, mailers, invitations, photos, video, etc.
- Fulfill design-related requests of colleagues, meeting to confer on design needs, creating mock-ups, prototypes and drafts, and implementing revisions for ultimate approval and production.
- In collaboration with supervisor, support efforts related to brand development and strategy. Create, update, and maintain organizational brand standards across all programs and events.
- Partner in creation of organization-wide and program-specific mass emails. Design templates, design and/or proof individual emails. Create content for and design monthly e-newsletter.
- Update and maintain organization and program webpages.
- Implement social media/digital marketing initiatives in collaboration with supervisor and colleagues. Execute social media posts on a regular basis in accordance with stated strategy/calendar.
- Develop and edit video and digital assets.
- Contribute creative and strategic ideas for ever-improving communication with stakeholders. Research trends and best practices in social media/digital marketing/design and make recommendations on implementing at Ulman.

Qualifications/Skills:

- Photography: able to capture, re-touch, color correct and manipulate images.
- Graphic design: able to create illustrations, graphics, and presentations using Adobe Creative Suite. Must be able to prepare designs for print and web optimization.
- Video: ability to shoot and edit video pieces preferable.
- Web: able to update websites working in Wordpress. Some coding knowledge preferred.
- Social media: understanding of and experience in use of social media channels including facebook, twitter, instagram and youtube.
- Experience with copywriting for print and web preferred.

Please send a resume and cover letter to careers@ulmanfoundation.org with "Graphic & Multimedia Coordinator in the subject.

Ulman Headquarters

1215 East Fort Ave, Suite 104
Baltimore, MD 21230

Ulman House

2118 East Madison St.
Baltimore, MD 21205

ulmanfoundation.org

info@ulmanfoundation.org
410.964.0202