

COMMUNICATIONS AND DESIGN ASSOCIATE

Organization Summary

The Gretchen Swanson Center for Nutrition is a nonprofit research institute providing expertise in measurement and evaluation to help develop, enhance and expand programs focused on healthy eating and active living, improving food security and healthy food access, promoting local food systems and applying a health equity lens in all we do. With expertise in public health nutrition, we are dedicated to building measurement strategies to assess the impact of innovative health-related programs. We work nationally and internationally, partnering with other nonprofits, academia, government and private foundations to conduct research, evaluation and scientific strategic planning. For more information about the Gretchen Swanson Center, please visit www.centerfornutrition.org.

Job Summary

The Communications and Design Associate position has a graphic design emphasis and supports the implementation of Gretchen Swanson Center's marketing strategy through visual storytelling. This person should be savvy with social listening and implementing social media campaigns, a good interpersonal communicator who enjoys translating data into meaningful stories or visuals across different formats.

Primary Job Duties and Responsibilities

- Build and execute social media strategy through research, messaging, design, and audience identification
- Serve as the lead graphic designer, creating branded content including reports, infographics, presentations, flyers, etc.
- Review the design, layout and formatting of electronic documents and ensure materials meet accessibility standards, including 508 Compliance
- Support website content development
- Generate, edit, publish and share daily social media content that builds meaningful connections and engagement
- Create social media editorial calendars
- Research, monitor and report on current trends, topics, issues and public figures, and incorporate into strategy
- Continuously improve by capturing and analyzing the appropriate social media data/metrics, insights and best practices, and using the data to inform implementation
- Project management including setting timelines, meeting deadlines and acquiring approvals
- Support a diverse mix of projects and partner organizations by attending meetings, reviewing documents and creating branded deliverables that reflect key findings and information
- Other tasks as assigned

Preferred Qualifications

- Bachelor's degree in graphic design, marketing, communications, advertising, public relations, journalism or other related field
- Three years of experience with design and social media tasks
- Strong storytelling, design, and proofreading skills, including creating content for multiple channels and audiences
- Strong commitment to diversity, equity, and inclusion and creating equitable materials
- Willingness to learn how to adapt scientific content to the lay audience
- Social media savvy - Familiarity with Twitter, LinkedIn and Facebook as it relates to B2B marketing
- Canva and Adobe Creative Suite (Photoshop and/or Illustrator) knowledge
- Familiarity with Sprout, Squarespace, MailChimp, Google Analytics or Salesforce, a plus
- Data visualization and mapping skills, a plus
- Creative, detail-oriented and able to see the big picture, deadline-oriented and problem-solver

Wage

Commensurate with experience. Competitive benefits package provided.

Job Type

This is a full time, remote position.

How to Apply

To apply, please send a resume, cover letter and work samples/portfolio to Associate Director Leah Carpenter at lcarpenter@centerfornutrition.org. In your cover letter, please explain what makes you a good storyteller and your experience with social media. Applications will be reviewed on a rolling basis.

The Gretchen Swanson Center for Nutrition is an equal opportunity employer committed to diversity, equity and inclusion.