



JOB TITLE: Graphic Design & Brand Manager
REPORTS TO: Director of Communications
SUPERVISES: Interns & Volunteers
SALARY: Depending Upon Experience (Full Time/Benefits/Exempt)

SUMMARY

This position is responsible for managing the MAWH brand for the organization through all visual communications. The Graphic Design & Brand Manager translates MAWH's objectives into creative strategies and manages production for all design elements (print and web).

PRIMARY RELATIONSHIPS

The position reports to the Director of Communications. As a member of the communication department, serves as an internal agency for all other department needs as well as general communications needs.

PRINCIPLE ACCOUNTABILITIES

Commitment to and a passion for the mission & keiki of Make-A-Wish® Hawaii

- Manages all brand and visual communication standards are met across various media.
- Guides and manages all creative projects; responsible for overall quality of work produced and distributed.
- Conceptualize and design layout of images and text for print media.
- Collaborate across departments to determine appropriate visual, textual, and animated elements of projects.
- Determines materials for type and quality of print projects.
- Produce and maintain digital inventory.
- Develops or acquires images used in variety of creative projects (including but not limited to advertisements, brochures, presentations, websites, displays, signage).
- Provides technical advice and assistance to staff.
- Ensures deadlines are met and communicates effectively with staff at all levels.
- Assembles/directs assembling of documents upon completion (as needed).

- Coordinates production not possible in-house with outside vendors.
- Manage financial details of all aspects of assigned projects.

QUALIFICATIONS:

- BS/BA degree from an accredited college or university and 3-5 years experience in advertising, communications, marketing, or public relations.
- Knowledge of graphic design best practices and principles for both print and web projects.
- Strong technical background with advanced computer skills.
- Demonstrated experience and a passion for social technology universe (i.e., Facebook, Twitter, YouTube, Foursquare, Flickr, blogs, wikis, RSS, social bookmarking, discussion forums and community software).
- Experience with online monitoring and measurement platforms including but not limited to Omniture, Facebook Insights, YouTube Insights, Google Analytics, and Social Mention.
- Proficiency in Microsoft Office Suite.
- Detail-oriented and well organized.
- Able to successfully work in a collaborative, team-oriented organization.
- Strong verbal communication, research and writing skills
- Must be able to manage and direct multiple and complex projects on tight deadlines.
- Experience and proficiency using Adobe Design Suite CS4 or CS5 (Photoshop, InDesign, Illustrator, Dreamweaver, Flash).
- Knowledge of HTML and CSS preferred.
- Knowledge of web usability best practices, website design and flow, content classification, and content management methods and systems preferred.

HOW TO APPLY

Resume and cover letter can be sent to Janel Chandler at jchandler@hawaii.wish.org

MAKE-A-WISH FOUNDATION OF HAWAII

Make-A-Wish® Hawaii creates life-changing wishes for children with critical illnesses. We seek to bring every eligible child's wish to life, because a wish is an integral part of a child's treatment journey. Research shows children who have wishes granted can build the physical and emotional strength they need to fight their illness. Headquartered in Honolulu, Make-A-Wish Hawaii is considered one of the top charities in the state, with 78 cents of every dollar raised going directly toward granting wishes in Hawaii. One of the first local Make-A-Wish chapters established, Make-A-Wish Hawaii continues to be among the busiest in the nation. Together, generous donors, supporters, staff and more than 700 volunteers have granted over 1,400 wishes for children across the state of Hawaii since 1982 and have hosted more than 15,000 others for children around the world; the chapter granted nearly 100 local wishes in 2018 alone. For more information about Make-A-Wish Hawaii, visit Hawaii.wish.org.