



Design Manager

Position Description

The Ipswich River Watershed Association (IRWA) seeks candidates for a full-time Design Manager (DM) to join our team. We use science, education, storytelling, and advocacy tools to build-out effective programs that protect the Ipswich River watershed and inspire people to take action and provide support. The DM leads the visual and creative direction of the organization to help communicate our mission, engage our members, donors, and partners, and support our fundraising campaigns. The DM reports to the Director of Development and Engagement and works closely with the entire Development and Engagement Team.

Job Responsibilities

Branding:

- Manage IRWA Brand Style Guide (colors, fonts, messaging, design)
- Evolve IRWA's brand as the organization grows
- Maintain cohesive look and feel of messaging on public and internal digital and print materials including newsletters, eNews, website, brochures, flyers, and more
- Work closely with the Director of Development and Engagement and the Executive Director to ensure cohesive messaging is used by all staff across the organization
- Create branding for unique campaigns and initiatives as needed, such as was done for the IRWA 50th Campaign, RiverFest, and more

Design & Content:

- Design attractive, compelling and motivational, high-quality printed and digital marketing materials consistent with the IRWA Brand Style Guide, including, but not limited to, our bi-annual printed newsletter, brochures, maps, flyers, rack cards, signage, kiosk display materials, and other stewardship materials
- Manage print production for a wide range of products: solicit printer quotes, schedule jobs, prepare materials for production
- Support all staff with the design of public-facing presentations, illustrative graphics, and other materials
- Provide design guidelines and oversight of materials produced by other staff members for their events and initiatives

Photography:

- Capture original photography at events, in the field, and of programs/staff for use in design projects

- Maintain and organize a photo library/asset bank for ongoing use across materials
- Edit and retouch photos for print and digital use

Website & Online Store:

- Own and manage website content updates on a day-to-day basis
- Design products for online store

Social Media:

- Repurpose eNews and other content for dissemination across social media channels (i.e. Instagram, Facebook, LinkedIn, YouTube) in a compelling and consistent way that helps motivate people to engage with our organization
- Track and grow online following and engagement across all platforms

Engagement:

- As a member of the Development and Engagement Team, occasionally provide event coverage which might include paddling events, hikes, walks, or other public information events (may require moving boats and participating in the activity); and assist with tabling at events to represent the organization to the public (may involve moving tables, tents, etc). These events may occasionally occur on weeknights and weekends.

Preferred Skills and Experience

- Minimum 5 years professional-level graphic design a must
- Proficiency with Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Demonstrated skills in creating and manipulating multimedia content such as photos, video, and audio
- Working knowledge of website and email newsletter management tools such as MailChimp, WordPress, Google Drive apps and Microsoft Office suite
- Strong working knowledge of digital marketing and communications systems such as Facebook, Instagram, LinkedIn, YouTube, and using these tools to distribute information, engage audiences, and spur action
- Ability to maintain a high level of accuracy and attention to detail
- Ability to effectively manage and balance competing schedules to meet agreed upon deadlines

Successful candidates will possess a strong personal commitment to the work of Ipswich River Watershed Association and a desire to work in a small, highly collaborative, dynamic team environment with colleagues who share a passion for environmental stewardship. Candidates should demonstrate a strong willingness to learn and a creative approach to problem solving.

Generally, staff at IRWA enjoy being outside and are willing to work in a range of outdoor conditions on occasion. We are a small and highly collaborative team, often pitching in and helping one another on events and initiatives.

Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet all the qualifications as described in a job description. We recognize that experience can be gained in various ways: lived, professional, volunteer, and other experience. We thoroughly look through application questions and resumes to qualify candidates for our open positions. We encourage anyone who may not believe they meet all of the described qualifications to consider what they can contribute to IRWA and apply.

Hours, Compensation, and Benefits

This is a full-time (40 hours per week) position located at our Riverbend headquarters in Ipswich MA. Office hours are 8 a.m. to 4 p.m., Monday through Friday. Occasional evening and weekend work will be required but overtime work will not be expected. Remote work 2 days per week is acceptable.

Compensation:

Salary for this position is \$60,000 - \$75,000 annually depending on experience.

This is a salaried, exempt position. Starting pay will be determined based on qualifications, experience, and internal equity. Excellent benefits package including a liberal paid time off policy including family and medical leave, health, vision and dental insurance, 401(k) with employer match.

To apply, please send cover letter and resume by email, with the Subject Line: "IRWA Design Manager Application" to:

Tracy Sopchak, Director of Development and Engagement
tsopchak@ipswichriver.org

Please be sure to include a link to your online portfolio in your resume. Applications will be reviewed on a rolling basis until the position is filled.

About the Ipswich River Watershed Association

Founded in 1977, we serve as the Voice of the River and work to ensure there is enough clean water for people and nature and to provide opportunities for people to have fun outdoors. We are a small but nationally known organization with a big record of accomplishments. Increasingly, we seek to position our work under the lens of building resiliency for the watershed and the communities we serve. Our team consists of twelve year-round and several seasonal staff who are supported by an engaged board, several committees and hundreds of volunteers. We work in 28 communities throughout the Ipswich, Parker and Essex River Watershed and are based at Riverbend, our beautiful 23-acre headquarters on the bank of the River in Ipswich. For more information, go to www.ipswichriver.org.