



JOB DESCRIPTION

The Painted Turtle seeks to reach beyond illness, to inspire children with chronic and life-threatening illnesses to become their greater selves.

Title: Graphic Design and Marketing Specialist

Department: Development/Communications

Reports to: Communications Manager

Location: Santa Monica, CA Office

Date updated: 6/15/18

The Role:

Create materials and content that connect people to The Painted Turtle's mission—to deliver innovative and life-changing camp experiences to children with serious medical conditions and their families.

Summary:

Join a team of caring individuals who like to think big, have fun, and create work that inspires others to get involved. Our next team member will be more than a great designer and digital marketer; he or she will be an excellent communicator who appreciates both compelling content, meaningful design work, and strategic marketing. They will be well-versed in concepts and executions that work in both real-world and digital spaces. Their day to day will be to develop and create marketing initiatives and materials to meet the needs of the entire organizations internal and external communications and marketing activities. As part of the Development team they work closely with the Communications Manager.

Essential Duties and Responsibilities

- Assist in driving the creative concept, design and execution of all Marketing across the organization, ensuring its effective operation and accountability to all constituencies (staff members, campers, volunteers, alumni, donors, and Board Members)
- Proactively seek opportunities to ensure relevant creative marketing and achieve the organizations strategy and financial goals of the category while supporting the organization.
- Conceptualize and design from beginning to end, create work with cross-functional team to execute.
- Assist with internal events and 3rd party partnerships for creative direction and needs.
- Maintain and communicate an authentic, consistent, cohesive, brand image and message based on overall brand presentation and seasonal stories.
- Assist in driving the branding design and execution of all Brand, advertising, promotional, program campaigns, and external communications including but not limited to print, website assets, video assets, photography, graphic design, and copy.
- Execute photoshoots/video shoots as needed.
- Develop authentic and consistent creative and engaging content for use on online and social media platforms including but limited to Facebook, Twitter, and Instagram.

- Participate in weekly Development Team meetings and support all Development events as necessary.
- Support and assist the Development Team in reaching fundraising goals each year.

Requirements:

- Bachelor's degree (B. A.) from four-year college or university preferably with graphic design, and/or marketing background
- Minimum five years of prior relative work experience.
- Good communication, presentation, and collaboration skills.
- Proficiency in Adobe Creative Suite design programs such as InDesign, PhotoShop, and Illustrator.
- Knowledge and skill of communications software like Adobe Premier Pro, Net Community, Spark, Constant Contact, Mail Chimp, WordPress, Drupal, social media platforms, and HTML.
- A portfolio of strong conceptual work – expertise in digital is a plus.

About Us:

The Painted Turtle has been providing camp experiences to children with serious medical conditions and their families since opening its gates in 2004. The people who work here have big hearts and work tirelessly to ensure we are making a difference. Our culture is fun, emotionally driven, and extremely collaborative. We work by a strong set of core values that guide us in all we do: Community, Trust, Courage, Heart, Vision, Compassion, and most of all Joy! What we do is hard to put into words, but our co-founder Paul Newman sums it up best "It's not that the children say, 'Thanks for a wonderful time.' It's that they say, 'Thank you for changing my life.'" Join The Painted Turtle team and you too will experience the magic and power of Camp.

To Apply:

Please email a cover letter and resume to Jessica Santos, Communications Manager, jessicas@thepaintedturtle.org