



## VISUAL MARKETING COORDINATOR

### ORGANIZATION OVERVIEW

Matthew 25 is a vibrant, growing non-profit organization. Our mission is to improve the health of people and neighborhoods by investing in quality affordable housing, healthy food, educational opportunities, and community building.

Matthew 25 is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

---

To perform this job successfully, an individual must be able to perform each responsibility satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability to be successful.

### ESSENTIAL DUTIES/RESPONSIBILITIES (include but are not limited to the following)

- Conceptualize and design visual assets for various projects and campaigns.
- Collaborate with program teams and the Communications and Marketing Leader on the creative direction of projects.
- Create eye-catching signage for events, programs, and outreach initiatives.
- Design advertisements for print and digital platforms, including social media.
- Develop graphics for email newsletters and other digital communications channels. Provide layout for email newsletters.
- Ensure all designs align with Matthew 25 branding guidelines and messaging.
- Create high-quality web experiences for stories, news articles, videos, photo galleries, and other content.
- Photograph Matthew 25 programs in action, including volunteer groups, stories of impact, behind-the-scenes activities, cafe menu items for online ordering, special events, and more. Edit photographs as needed.
- Create original video content and assist programs with their video needs, such as storytelling, promotional, educational, and other kinds of videos.
- Work with outside print vendors or designers as appropriate. Coordinate volunteer or professional photography and videography for special projects.
- Display and promote company values.
- Regular attendance.
- Other duties as assigned.

**SKILLS AND ABILITIES** (include but are not limited to the following)

- Exceptional graphic design skills with strong knowledge of typography, layout and graphic design principles.
- Experience in video creation, including planning, filming, editing and delivering engaging video content.
- Proficient in graphic design software, preferably Adobe InDesign. Experience with WordPress, bulk email (Mail Chimp, Constant Contact, or similar email system) and Canva a plus.
- Commitment to the organization's mission
  - Caring about economically challenged people and neighborhoods.
  - Desire and drive for your work to contribute to an inclusive and sustainable society.
- Reliable excellence
  - Ability to generate creative and compelling visual content for a variety of audiences, while maintaining a consistent brand identity.
  - Good organizational skills with the ability to manage multiple projects, prioritize appropriately, and meet deadlines.
  - Excellent attention to detail and accuracy.
- Solutions driven
  - Ability to work in a fast-paced and rapidly changing environment.
  - Exhibits a problem-solving attitude when faced with challenges.
  - Flexible, adaptable, willing to try new concepts and ability to absorb constructive feedback.
- Compassionate collaborator
  - Ability to work effectively across departmental teams.
  - Actively shares ideas and knowledge with team members.
  - Strong service orientation and commitment to assisting others with enthusiasm and professionalism.
- Unwavering integrity
  - Ability to be self-directed; willing to take initiative.
  - Demonstrates dependability and responsibility.
  - Ability to handle sensitive and confidential information.
- Inspired to act
  - Commitment to continuous learning; desire to learn and apply new trends in design.
  - Intrinsically motivated; willing to jump in and help where help is required.

**EDUCATION AND/OR EXPERIENCE** (include but are not limited to the following)

- Degree in Marketing, Graphic Design, Art, Communications, or a minimum of 4 years of relevant experience.
- Experience in creating marketing campaigns utilizing various media.
- Photography skills are a plus.
- Video editing skills are a plus.

## **PHYSICAL REQUIREMENTS/ WORKING ENVIRONMENT**

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Sit an average of 7-8 hours per workday.
- Stand an average of less than one hour per workday.
- Walk an average of less than one hour per workday.
- Bend/Stoop – Rarely (1-2 times/day).
- Squat – Rarely (1-2 times/day).
- Reach above shoulder level – Rarely (1-2 times/day).
- Up to 10 lbs of weight carried – Occasionally (1-4 times/hour).
- Up to 10 lbs of weight lifted – Occasionally (1-4 times/hour).
- Hands used for repetitive action: Fine Dexterity (i.e., typing, writing, filing) – Constant (greater than 25 times/hour).

## **BENEFITS**

Benefits include PTO, Health Insurance, Simple IRA match, Short-Term Disability, and paid holidays. Access to Dental Insurance, Vision Insurance, FSA and HSA is also available.