



light house studio

Graphic Design and Communications Specialist Job Description November 2022

ABOUT LIGHT HOUSE STUDIO

We are a fantastic creative team committed to making Charlottesville a better place for all our citizens! Light House Studio equips young people with the skills and confidence to tell their stories and build community through filmmaking. Located on Charlottesville's bustling downtown mall in the historic Vinegar Hill Theatre, our staff is making a big difference for young people in our city. Watch one of our students' award-winning movies or come to a screening of a unique independent film, and you are likely to leave feeling informed, inspired, and connected.

POSITION DESCRIPTION

Reporting to the Executive Director, the Graphic Design and Communications Specialist will manage branding and communications efforts for the organization, assist the Engagement Director with donor related tasks, and provide support for Vinegar Hill Theatre as requested. The Graphic Design and Communications Specialist will also be responsible for developing and expanding the organization's overall presence through social media, email, web advertising, and other online sources.

RESPONSIBILITIES

Graphic Design and Communications

- Applies art, design, and copy layout skills to create visually engaging concepts such as logos, promotional and branding materials, communication media, and other print and digital materials; coordinates printing of materials with printing vendor
- Creates original visual media that communicates our mission and message in an engaging and unified way
- Chooses graphics, artwork, and behind-the-scenes photography/video, as appropriate; may enhance choices with simple design drawings
- Selects fonts for written copy, prepares drafts of design work, and provides samples to administrative team for review; revises projects as necessary based on collaborative feedback process
- Designs and develops material for routine newsletters and email campaigns; manages website updates and creates engaging posts for the website and/or social media
- Promotes programs, events, and screenings through print advertisements, social media, and other online sources; gathers and analyzes materials necessary to understand and determine the most effective communications technique
- Takes photos documenting workshops and events for Light House marketing initiatives
- Coordinates and represents Light House Studio at various tabling events

Engagement

- Designs or oversees designing Light House Studio's Annual Report
- Assists with design and communication needs for all fundraising events, including the annual Youth Film Festival
- Assists with donor related mailings as requested

Vinegar Hill Theatre

- Assists Operations Manager with incoming calls and guests
- Provides front of house or technical support for Vinegar Hill Theatre screenings and rentals

REQUIRED SKILLS/ABILITIES

- Bachelor's Degree or equivalent experience; significant coursework or experience in Art, Graphic Design, or related preferred
- Proficiency in InDesign, Illustrator, Photoshop CS6 experience, or similar design software; comfortable using Apple computers
- Proficiency in Microsoft Word, Excel, and database utilization
- Experience in website design and social media communications
- Excellent communication skills, both written and verbal
- Strong organizational skills and ability to work on multiple, diverse projects to meet deadlines
- Ability to work independently and without close or constant supervision
- Filmmaking skills for creating behind-the-scenes videos is a bonus

Light House employees are given ten (10) working days to be used for PTO and five (5) working days to be used for sick days. Full-time employees are eligible to enroll in group medical insurance. Full-time and Part-time applications will be considered. Salary range is \$32,000-\$42,000/per year to commensurate with experience.

Interested candidates should send a resume, cover letter, portfolio samples, and three references to jobs@lighthousestudio.org