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**Job Title:** Graphic Designer

**Department:** Marketing

**Reports to:** Director of Marketing

**Classification:** Level II

**Location:** Albuquerque

**Exempt:** Salaried, Exempt

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**ORGANIZATION:**

Headquartered in Albuquerque, United Way of North Central New Mexico (UWNCNM) serves the people of five counties: Bernalillo, Sandoval, Santa Fe, Tarrant and Valencia. Our mission is connecting people to opportunities and services to equitably improve lives and strengthen communities.

UWNCNM brings together donors, businesses, nonprofits, government and others to create better solutions to our community's challenges. Our programs and donor dollars ensure that individuals and families in north central New Mexico have the opportunity to achieve potential through education, that they are healthy and safe, are financially stable and live life with dignity.

In addition, UWNCNM has a strong commitment to Diversity, Equity and Inclusion and upholds the following values:

- We value the visible and invisible qualities that make you who you are.
- We welcome that every person brings a unique perspective and experience to advance our mission and progress our fight for the health, education and financial stability of every person in every community.
- We believe that each United Way community member, donor, volunteer, advocate and employee must have equal access to solving community problems.
- We include diversity, equity and inclusion practices at the center of our daily work.

We commit to using these practices for our business and our communities.

**PURPOSE:**

In 2017, United Way of North Central New Mexico's (UWNCNM) Board of Directors approved an Impact Agenda that will guide our work for years to come. The Impact Agenda lays out a cradle-to-career focus with two central priorities for UWNCNM: improving family stability and supporting educational attainment.

Under the direction of the Director of Marketing, the Graphic Designer will support the mission of UWNCNM by maintaining the graphic integrity of the organization to reach a wider audience and engage more community members. This role focuses on visualizing and creating graphics including illustrations, logos, layouts and photos. The Graphic Designer's work will captivate,



inform, inspire, and/or persuade, for use in a marketing or promotional campaign, at events, and for public presentation. This role requires working creatively, both in print and electronically, as a visual storyteller.

**ESSENTIAL FUNCTIONS:**

- Coordinate with Director of Marketing to maintain UWNCNM brand equity, marketing messages and themes
- Create and/or establish all graphic and video projects
  - Organize, support and track projects to meet deadlines
  - Keep archival files of all materials
- Maintain and enforce the United Way brand image in every aspect of the organization's business
  - Approve all UWNCNM content before general/public distribution
- Photographer/videographer (or coordinates with 3<sup>rd</sup> party vendor)
  - Maintain the organization's photography library
- Maintain all graphic creative content on SharePoint (archival files) – create a path where all department flyers, banners, SWAG, etc. can be found (add a branded email template folder)
- Maintain graphic work orders/invoices for Marketing Department
- Manage the production of marketing materials with outside vendors
- Keep inventory of administrative printed materials, reorder when necessary
- Concept and execute the graphic design and layout of marketing and communication materials in all print and electronic mediums
- Maintain and enforce the United Way brand image in every aspect of the organization's business
- Contribute to UWNCNM's marketing strategies through graphic design and new media ideas
- Use marketing analysis data to develop effective communications
- Create additional content and maintain the organization's photography library
- Keep files up to date with work orders, invoices, attachments, and samples
- Manage the production of marketing materials with outside vendors
- Providing graphic collateral with quick turn around times
- Keep inventory of administrative printed materials. Reorder when necessary, within budget guidelines
- Organize, support and track projects to meet deadlines
- Keep archival files of all materials
- Participates in Marketing and companywide team meetings
- Participates in professional development training related to work with UWNCNM
- Take on and lead one-time projects as assigned



- Track all vendor, company, agency interactions
- Track all key performance indicators and assigned report coverage
- Contributes to the organizational shared goal of raising funds to support the mission and initiatives.
- Performs and completes other duties, initiatives and special projects as assigned.

**REQUIREMENTS [EDUCATION, EXPERIENCE, SKILLS & ABILITIES]:**

- BA in graphic design or equivalent work experience
- Experience in digital media (video production and editing) preferred
- Advanced skills in Adobe Creative Cloud programs: Illustrator, Photoshop, Premiere Pro or AfterEffects, as well as MS Word, Excel, PowerPoint
- Two years experience in an office setting with print and electronic media design, printing and production responsibility, preferred
- Proficient with technology including multiple videoconferencing software platforms (such as Zoom) and Microsoft Office including Word, Outlook, Excel and PowerPoint
- Proficient in internet navigation and online research using modern web browsers to gather, verify, and utilize information effectively for job-related tasks
- Demonstrate a comprehensive understanding and practical experience with AI, including data analysis, AI driven decision making, and the application of AI tools to enhance operational efficiency and innovation.
- Exceptional interpersonal and communication skills, both written and verbal, and the ability to create and deliver compelling graphics and content
- Excellent time management skills, with the ability to handle multiple projects simultaneously
- Background in writing, editing and layout
- Excellent interpersonal and communication skills
- Detail oriented, accurate, organized, analytical, flexible and able to meet deadlines
- Demonstrate a commitment to recognize and respect the many forms of diversity
- Effective oral and written communication skills.
- Flexibility, independence, critical thinking, and decision-making skills.
- Effective project/time management skills.
- Must be able to work in a fast-paced and collaborative team environment, managing multiple priorities and projects while meeting deadlines and exceeding expectations
- Ability to work independently with minimal supervision, showing initiative, creativity, self-discipline, be a self-starter, and flexible to respond to emerging needs
- Ability to work effectively with a diverse group of individuals.

**EQUIPMENT USE:**



- PC and standard office equipment (telephone, computer, copy machine, printer, scanner, fax machine).
- Microsoft Office Suite, Outlook, Videoconferencing platforms (Zoom, Microsoft Teams, etc.), Internet and web browsers for research and information gathering

**PHYSICAL REQUIREMENTS/WORKING CONDITIONS/DEXTERITY:**

United Way of North Central New Mexico is a hybrid workplace. For this position, the schedule combines work from home on Mondays, Wednesdays, and Fridays with in-person office attendance within UWNCNM's office building required on Tuesdays and Thursdays. Due to business needs, you may occasionally be required to work in the office on days other than specified. Additionally, the hybrid work schedule is subject to change to 100% in office work at any time. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Position requires long periods of sitting at a desk and computer to accomplish duties and to stand for limited periods of time.
- Regular attendance is required in this position.
- Ability to operate a personal computer at an acceptable rate of speed.
- Must have access to reliable internet when working from home.
- Must be able to view computer monitors.
- Must be able to work occasional early mornings, evenings and weekends including but not limited to attending a variety of meetings and events at UWNCNM and in the community.
- Must have the flexibility to adapt schedule to meet evolving business needs as necessary.
- Must possess a valid New Mexico driver's license and have daily access to a dependable enclosed motor vehicle, with current auto insurance in your own name, to use to be physically present for in-office workdays and to attend offsite events, meetings, and other work activities.
- Ability to travel to work in a variety of locations throughout north central New Mexico.
- Must be able to commute to the United Way of North Central New Mexico office building on designated in office days.
- Must be able to lift and/or move up to 20 pounds unassisted and occasionally lift and/or move up to 40 pounds with assistance.
- Must be able to perform the essential functions of the job with reasonable accommodation.

**LOCATION:** Must be a New Mexico resident and able to commute to the UWNCNM office building on designated in office workdays to attend a variety of meetings and events at UWNCNM and in the community.



United Way of North  
Central New Mexico

## United Way of North Central New Mexico (UWNCNM) Graphic Designer Job Description

Revised: August 2024

**SALARY RANGE:** \$52,000 to \$62,000 salary per year DOE, exempt, salaried, minimum 32 hours per week FTE (Full Time Employee).

**BENEFITS:** Full-time employees (FTE) are eligible for health, dental, vision, life and long-term disability insurance, retirement plan, flexible spending account and voluntary insurance programs. We offer a tuition reimbursement plan, volunteer time off, and generous leave time. Part-time employees may be eligible for some of these benefits.

UWNCNM supports the Americans with Disabilities Act (ADA). Please tell us if you need accommodation to perform the job's essential functions. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

United Way of North Central New Mexico is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. We welcome applicants with disabilities and applicants from underrepresented racial and ethnic groups.

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. This job description is meant only to be a guideline and may be modified at any time. UWNCNM is an At-will Employer. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

Interested applicants must submit a resume and cover letter to [applicant@uwncnm.org](mailto:applicant@uwncnm.org) by September 17, 2024.