



## Graphic Design Coordinator

The Wisconsin Bike Fed is a statewide non-profit advocacy and education organization working to make Wisconsin the best place to ride a bike. We are looking for a team member who can help us promote our programs and mission through the creation of graphics, pictures, video, and other various digital and printed channels.

Position Summary: The **Design Coordinator** is a key member of the team and is focused on creating a wide variety of visual content for the programs and activities at the Bike Fed. This position works with staff members throughout the organization to solicit and create content for various print and digital media. Flexibility, strong organization skills, multitasking and excellent visual, written and oral communication are all requirements of this position.

### Duties and Responsibilities:

- Responsible for the design and production of marketing, advertising and branding needs including: print materials, email marketing, member communications, website graphics, signage, social media, merchandise, and other projects as assigned.
- Work with the leadership team to review and enhance the brand identity of the Wisconsin Bike Fed and various campaigns throughout the year.
- Event and program photography.
- Create graphics for various communications channels, including email newsletters.
- Maintain or update graphics on the organization's website.

### Skills and Qualifications:

- A minimum of two years of graphic design experience.
- Proficiency with Adobe Creative Suite required (Illustrator, Photoshop and InDesign).
- Photography (required) and videography (preferred) experience
- Strong graphic design and illustration skills (required)
- Email marketing experience preferred – Mailchimp skills are a plus.
- Familiarity with current social media and experience using them on behalf of a brand preferred.
- Detail oriented with strong organizational and problem-solving skills.
- Self-motivated, reliable, able to multi-task and set priorities. Ability to work independently and as part of a team. Ability to meet deadlines.
- Affinity with the overall mission of the Wisconsin Bike Fed.

- Ability to ride a bike is preferred as some tasks will be taking photos of group rides and programs happening by bike.

**Working Conditions:**

Work Location: Work From Home. Occasionally may require travel within the state for events or meetings with staff.

Work Schedule: Very Flexible

Physical Requirements: Sitting for prolonged periods, typing on a computer keyboard, lifting objects of 25 pounds or less

Equipment Used: Computer, audio-visual systems, printer/copier, cameras.

Supervisory Responsibilities: No direct supervision of staff, but may work with volunteers

Salary: Possible to be a Part time hourly staff position or Contracted Freelancer depending on candidates preferences. Range negotiable depending on status.

To apply: send resume with links to portfolio to [info@wisconsinbikefed.org](mailto:info@wisconsinbikefed.org) with name and position applied for in the subject line by February 17th, 2023. Rolling interviews will be held as applications come in and scheduling allows so don't delay applying!

The Wisconsin Bike Fed is an Equal Opportunity Employer. It is our policy to make all personnel decisions without discriminating on the basis of race, color, creed, religion, sex, physical disability, mental disability, age, marital status, sexual orientation, citizenship status, national or ethnic origin and any other protected status.