



POSITION DESCRIPTION

Title: Graphic Designer and Content Specialist
Department: Marketing
Supervisor: Vice President of Marketing and Communications
Status: Full-Time, Non-Exempt, 40 Hrs/Week
Hiring Range: \$26 to \$30/Hour
To Apply: Please submit a cover letter and resume to Laura Hallstrom, VP of Marketing and Communications at LHallstrom@ronaldmcdonaldhousecnaz.org

Purpose and Scope

The Graphic Designer and Content Specialist plays a key role in shaping the visual identity and storytelling of the organization. This position is primarily responsible for producing high-quality graphics and layouts for digital and print materials that support fundraising campaigns, donor communications, special events, and community outreach. The role also carries storytelling and social media responsibilities — helping translate the organization's mission and impact into engaging content. The ideal candidate brings strong creative and technical design skills, attention to detail, and a passion for mission-driven work.

This position reports to the Vice President of Marketing and Communications.

Essential Job Functions

Design

- Create engaging visual content for print and digital use, including flyers, event materials, donor newsletters, social media graphics, brochures, and presentations.
- Design materials to support fundraising, including direct response campaigns, stewardship communications, and campaign collateral.
- Design electronic fundraising and awareness campaigns (e.g., Giving Tuesday, year-end giving, tax credit donations) and related email marketing content.
- Follow established brand guidelines to maintain visual consistency across all materials.
- Perform photo retouching and image manipulation; create new graphics as needed.
- Prepare files for printing and coordinate with print vendors when necessary.
- Assist in managing a photo and asset library for organizational use.
- Support event branding through signage, program guides, and visual displays.
- Collaborate with development team members to visually enhance donor-facing content.
- Adapt and revise existing templates for recurring campaigns and events.
- Prioritize and manage multiple design projects within scope, budget, and deadlines.

Storytelling

- Help translate organizational stories into engaging visual and written content, such as social captions, short blog posts, and simple donor-facing narratives.
- Partner with the Guest Services team photograph families and capture their stories for use in campaigns and materials.
- Collaborate with teammates to identify compelling visuals and moments worth highlighting in organizational content.
- Take photographs to support social media, donor communications, and organizational storytelling.

Social Media

- Develop and maintain a social media calendar that supports organization events, fundraising campaigns, and mission storytelling.
- Create graphics and visual assets for the organization's social media calendar.
- Support day-to-day social media content creation with a consistent, on-brand visual style.

Website

- Update and maintain website content and graphics using WordPress, ensuring accuracy and visual consistency with brand guidelines.
- Coordinate with staff to ensure new content (events, campaigns, stories) is reflected on the website in a timely manner.

Essential Qualifications

- Associate's or bachelor's degree in graphic design, visual communications, or related field preferred.
- 2+ years of experience with graphic design or visual communications.
- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop); familiarity with Canva or other tools a plus.
- Proficiency with Microsoft Office Suite, including PowerPoint for presentation design and Outlook for team communication.
- Experience creating and scheduling content for social media platforms (Instagram, Facebook, LinkedIn).
- Strong understanding of layout, typography, and color theory.
- Basic familiarity with WordPress or similar content management systems.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Excellent attention to detail, including strong proofreading skills across all print and digital materials.
- Comfort with writing and storytelling to support visual content.
- Basic photography skills (composition, lighting) for web and print use.

Additional Skills

- Some experience with social media graphics and digital advertising formats.
- Basic knowledge of branding and nonprofit communication principles.
- Strong organizational and communication skills.
- Previous experience in the non-profit sector.
- Knowledge of printing processes.

- Bilingual (English/Spanish) a plus.
- Commitment to the mission, values, and guest-centered culture of Ronald McDonald House Central & Northern Arizona.

Organizational Values

- Responsibility: Act with respect, accountability, and integrity.
- Teamwork: Work collaboratively as one organization aligned to a shared mission.
- Honesty & Transparency: Communicate and act with ethical integrity.
- Mission Focus: Keep the mission of Ronald McDonald House Central & Northern Arizona at the center of all work.
- Respect: Treat all individuals with dignity and fairness.
- Hospitality: Create a welcoming, inclusive, and supportive environment for all guests and families.
- Relationships: Build and maintain positive, respectful connections.
- Growth & Adaptability: Embrace learning, professional development, and change with a positive attitude.

Compassionate Hospitality Principles

- Every guest is the most important guest; provide attentive, respectful, and compassionate service at all times.
- Meet guests where they are and support them in focusing on their family's needs.
- Make reasonable accommodations to meet guest needs whenever possible.
- Take personal responsibility for creating a welcoming, clean, and comfortable environment.
- Continuously reflect on how to enhance the guest experience.

Work Environment and Physical Demands:

- Fast-paced, mission-driven nonprofit environment requiring flexibility, creativity, organization, and the ability to manage multiple projects and deadlines.
- Regular collaboration with staff, volunteers, community partners, vendors, and other stakeholders in both structured and informal settings.
- Occasional interaction with families and exposure to emotionally sensitive situations, requiring professionalism, compassion, and discretion.
- Work may include occasional outdoor settings when supporting organizational events, photography, promotional activities, or community engagement efforts.
- Prolonged periods of sitting and working at a computer or workstation, with regular use of design and other digital software.
- Frequent use of standard office equipment, including computers, keyboards, telephones, printers, and other office technology.

- Visual acuity required for detailed graphic design work, including prolonged computer use and reviewing digital and printed materials for accuracy, quality, layout, and brand consistency.
- Ability to communicate effectively in person, by telephone, electronically, and in group settings.
- Frequent use of hands and fingers for typing, computer navigation, graphic design, and handling documents and materials.
- Occasional standing, walking, bending, reaching, and lifting or carrying materials weighing up to 20 pounds, particularly when supporting events or preparing displays and promotional materials.
- Ability to maintain focus, organization, creativity, and attention to detail while managing multiple design projects, priorities, revisions, and deadlines.
- Ability to work collaboratively while also managing assigned projects independently and responding appropriately to changing priorities.

Compensation & Benefits

This is a non-exempt, hourly position. Pay is commensurate with experience. Benefit eligibility is determined based on organizational policy and hours worked.

Disclaimer – Other Duties

This job description is intended to provide a general overview of the responsibilities and requirements of the position and is not an exhaustive list of all duties, skills, efforts, or working conditions. Duties may change or additional responsibilities may be assigned as needed to meet the operational needs of Ronald McDonald House Central & Northern Arizona, including during emergencies, staffing changes, or organizational updates.

EEO Statement

Ronald McDonald House Central & Northern Arizona is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, sex, national origin, age, disability, veteran status, or any other protected status under applicable law.