



The Vascular Birthmarks Foundation

Marketing & Graphic Design Coordinator

Position Summary

The Vascular Birthmarks Foundation (VBF) is the leading not-for-profit providing support and resources to individuals and families living with Vascular Birthmarks, Anomalies and Related Syndromes (VBARS). The foundation is hiring a Marketing & Graphic Design Coordinator who is motivated and will provide an outstanding experience for the VBARS community. The Marketing & Graphic Design Coordinator reports directly to the Marketing & Communications Manager for VBF and will lead in the design and production of high quality, digital and print-based creative artwork. Visual accessibility is a key element to this position, whereby the needs of people with disabilities are specifically considered. This position requires a highly creative and detail-oriented individual who can collaborate with a team, prioritize, and manage multiple projects within a fast-paced environment. The role is primarily focused around graphic design and marketing coordination activities related to social media, webpage, and fundraising events.

Essential Graphic Design Functions

- Provides graphic design support and collaboration for VBF's marketing materials, including but not limited to creating graphics, videos, posters, brochures, and giveaway items; creatively designs and prepares layouts for print and digital materials that support the foundation's marketing and branding efforts.
- Creates graphics for social media pages and other website-based materials.
- Assists the Marketing & Communications Manager in maintaining visual brand standards and the creation of templates for ongoing campaigns, fundraisers, awareness campaigns, as well as the VBF Global Ambassador programs.
- Develops marketing collateral and content such as newsletters, website assets, annual reports, etc.
- Simplifies complex data into a user-friendly format such as graphs, charts, and other visual aids.
- Works closely with vendors and service providers to assure accuracy, quality, and timeliness of delivery.
- Maintains record-keeping for designed collateral as appropriate.
- Creates and maintains design assets and photo archive, catalog and reference art for future projects, appropriately organizing assets and properly archiving finished projects.
- Works effectively in a team environment.
- Performs other related activities as needed.

Marketing Assistant Functions

- Assists in the organizing of promotional events and traditional or digital campaigns. Attendance to events is minimal, but light travel may be required.
- Assists in the preparation of informational booklets and presentations.
- Assists in the composition and posting of online content on the company's website and social media accounts when needed.
- Participates in social media engagement activities, as assigned.
- Maintains content consistency, adhering to brand and style guidelines.



The Vascular Birthmarks Foundation

- Supports community fundraising activities and program events.
- Assists in website management, including updating and creating content, and adhering to SEO standards.
- Inputs marketing and fundraising data into CRM/Donor Management Software.
- Undertakes daily administrative tasks to ensure the functionality and coordination of the department's activities.
- Performs other related duties as assigned.

SKILLS & ABILITIES

- High School Diploma with some higher education in Marketing/Graphic Design.
- Preferred minimum of one year as a graphic designer or production assistant in a design firm, advertising agency, a similar organization or equivalent experience and education.
- Strong background in design for print i.e., ads, brochures, and publications.
- Understanding of digital and commercial offset printing techniques.
- Fluent in the Adobe Creative Suite (i.e., InDesign, Photoshop, and Illustrator), Canva, WordPress, and Microsoft Office Suite.
- Knowledge of social media graphics specifications (i.e. Facebook, Instagram, Twitter, Pinterest, LinkedIn, TikTok).
- Knowledge of Hootsuite for social media scheduling and MailChimp for direct email is a plus.
- Ability to prioritize, organize, and manage time effectively while concurrently managing multiple projects.
- Experience with Google Docs/Sheets and Basecamp is preferred, but will train.
- Experience with photography and video post-production is preferred.

Hours: *Part Time, 20 hours/week during business hours. Flex-time or added hours as workload dictates.*

Compensation: *\$25 per hour.*

Location: *Remote position - New York, New Jersey*