



POSITION: Senior Graphic Designer
Sales and Marketing Department

SERRV International seeks a creative, energetic team player with a passion for building a strong visual brand and proven experience using design to enhance Omni channel marketing and sales strategies. The successful candidate will collaborate closely with our sales and marketing team. They will develop concepts, establish overall artistic style, and guide the visual direction of our marketing initiatives, creating a recognizable and effective brand statement for our multi-channel, multi-platform organization.

This is a unique opportunity to promote handmade, fair trade items from over two dozen countries around the world along with stories of empowerment from the artisans and farmers who created them. Our ideal candidate will share our commitment to fair trade as a unique and compelling way to reduce poverty and build sustainable communities in low-income regions around the world.

This position will report to the CEO/President and is based in Madison, WI.

RESPONSIBILITIES:

- Work with senior management and the marketing team to maintain a compelling brand identity in line with SERRV's core values and ideals.
- Create and execute consistent visual design across digital concepts and printed pieces.
- Work collaboratively to set the company's overall visual style and voice while maintaining consistency across marketing communications.
- Ensure our messaging and design tell a compelling story.
- Develop impactful digital design concepts and user experiences that carry the SERRV brand across digital platforms, including emails, website, paid advertising, and social media.
- Oversee the development of a biannual Consumer catalog, including project management, photography, design layout, and production, within a strict schedule and budget.
- Manage external photo shoots for SERRV products including styling both on set and offsite, photograph products in-house as needed, edit photos, and manage image archive.
- Plan, design, and deliver a range of on-brand, high-impact printed materials, including product tags and labels, order inserts, advertisements, mailers, annual reports, and more.
- Communicate our printing requirement to vendors, mail houses and SERRV's operations center as applicable. Prep and send files to print.
- Utilize data and analytics to inform design decisions and enhance our user experience.
- Hire and manage graphic designers and freelancers as needed.

REQUIRED SKILLS AND QUALIFICATIONS:

- Project management
- Graphic design skills
- Developing and maintaining creative standards
- Proficiency with Adobe software including Photoshop, Illustrator, InDesign, Premier and Acrobat
- Desktop publishing skills using Microsoft Office programs including Word, Excel, and PowerPoint
- Short video and animated gif development
- Ability to meet tight deadlines

REQUIREMENTS:

- Formal graphic design training plus minimum 5 years design experience in a creative agency or retail entity. Understanding of fair trade a plus!
- Fluency with Adobe Creative Cloud
- A creative approach to typography, color, layout and information hierarchy, with a track record of achieving fresh and compelling graphic designs
- Experience in creative management of strategic marketing concepts and campaigns in a retail environment
- Ability to demonstrate an informed and thoughtful POV for our target market and a strong branding strategy across multiple channels
- Strong working knowledge of digital media, including experience designing concepts for web sites, social media, email campaigns, and online advertising
- Experience in production of one- and four-color materials and preparation of multi-page pieces for professional printing and distribution
- Ability to manage and organize multiple projects at the same time; deliver projects on time and within a limited budget
- Excellent problem solving skills, including an ability to brainstorm innovative marketing concepts for a variety of customers
- Strong work ethic, collaborative mindset, and team-oriented approach
- Curiosity regarding current industry trends and technology
- A strong and varied portfolio demonstrating unique and effective examples of previous work, subject to review

This is a full time, permanent salaried position with 30 and 90 day trial reviews. Applicants must have the ability to commute to our Madison, Wisconsin office from 3-5 days per week.

SERRV International offers a strong compensation package for full-time, salaried employees, including generous healthcare, dental, retirement, and disability programs, earned vacation and sick leave, employee product discounts and a casual work environment. SERRV is an equal opportunity employer.

TO APPLY

Email resume, portfolio (link or pdf), and salary expectation to **apply@serrv.org**. Include your name and the title of the position you're applying for in the subject line. No phone calls, please.