

JOB DESCRIPTION



Job Title: Graphic Design and Social Media Specialist
Reports To: Marketing and Communications Director
Status: Full-Time, Exempt
Salary: \$70,304 + Benefits

Fresno Building Healthy Communities does not discriminate based on race, color, religion, origin, gender, national origin, age, marital status, military service, disability, or sexual orientation. Reasonable accommodations may be provided upon request. All applicants tentatively selected for this position will be required to pass a background screening and may be required to submit to tests to screen for illegal drug and alcohol use before employment.

ORGANIZATION BACKGROUND

Fresno Building Healthy Communities (Fresno BHC) works with community leaders, non-profit and faith-based organizations, and policymakers to foster and encourage thriving communities where all children and families can live healthy, safe, and productive lives.

Fresno BHC's work is grounded in the underlying belief that social, environmental, political, and economic factors together have an impact on the health and wellbeing of individuals and community as a whole. Fresno BHC works to continually engage a diverse constituency across the Central Valley around issues related to education, health, land-use, youth leadership, civic engagement, and community development, with special focus on residents living in central, southeast, and southwest Fresno.

Representing more than 97,000 Fresno County residents, Fresno BHC is building a movement to change policies and systems to create *One Healthy Fresno* for everyone.

POSITION DESCRIPTION

Under the general supervision of the Marketing and Communications Director, the Graphic Design and Social Media Specialist develops and produces designs, layouts, and digital, video, and photographic content for Fresno BHC's website, print materials, and social media platforms. This work supports marketing, advertising, and community relations efforts, helping to strengthen the organization's presence in the community.

RESPONSIBILITIES

Include but are not limited to:

1. Conceptualizes and creates designs and layouts based on knowledge of design principles.
2. Develops and creates graphics for a wide variety of print and online publications, illustrations, collateral materials, websites, video, and social media channels.
3. Manages and constantly updates/monitors the organization's website and social media channels. Engages with the community by responding to comments, messages, and online reviews as necessary.
4. Designs digital graphics, flyers, brochures, rack cards, posters, and logos for use organization wide.
5. Generates relevant and engaging content for all the organization's communication channels.
6. Creates, shoots, edits, and produces short videos with short timelines. Post-production tasks include reviewing footage, making editorial decisions, audio and color, and final editing.
7. Shoots digital photos at organization and community events to illustrate stories and videos, for use on social media platforms, collateral materials, marketing and advertising the organization.
8. Communicates with project stakeholders to ensure satisfaction at all stages of production.
9. Coordinates production schedules to ensure projects and assignments are delivered in a timely manner.
10. Assists in the development and implementation of a comprehensive social media strategy.
11. Carries out marketing activities by demonstrating expertise in various areas, including optimization, advertising, social media, direct marketing, and event planning.
12. Reports regularly on project status and takes an agile approach to project changes.
13. Establishes, maintains, and organizes a marketing database of images, photographs, videos, and

collateral.

14. Provides and executes web design projects, keeping UI/UX design and accessibility best practices top of mind.
15. Helps develop future strategies and campaigns and assists with marketing data analyses, including campaign results, conversion rates, and online traffic.
16. Provides guidance, training, and support to staff and other departments to assist in the development of consistent branding and marketing of emerging programs, campaigns, and services.
17. Maintains cooperative working relationships with stakeholders, partners, media, and funders.
18. Follows consistent branding and communications protocols for Fresno BHC events, meetings, and gatherings with an eye toward professional representation.
19. Cultivates individual relationships and partnerships that support the organization's initiatives.
20. Attends the workplace regularly, reports to work punctually and follows a consistent schedule to keep up with the demands of the worksite.
21. Completes duties and responsibilities in compliance with Fresno BHC standards, policies and guidelines.
22. Travels as needed to participate in assigned local, regional, and statewide activities.
23. Maintains flexible hours, as some meetings and program activities may occur outside regular office hours, on weekends, and in various locations.

REQUIREMENTS

The Graphic Design and Social Media Specialist must be detail-oriented, highly efficient, and able to perform effectively in a fast-paced, high-pressure environment. This role requires consistently meeting deadlines while maintaining high-quality standards across all projects and deliverables.

The ideal candidate will have strong visual design skills, including expertise in layout, typography, color theory, and branding. They must be able to manage multiple projects simultaneously, prioritize tasks, and use time effectively. A solid understanding of social media platforms is essential, including best practices, content scheduling, and audience engagement strategies. The candidate should also recognize the importance of maintaining consistency in both writing and visual design.

Other key requirements include:

- Bachelor's degree from an accredited college or university in a related field.
- At least three years of experience in content creation, including video and photography.
- Proficiency in Microsoft Office and Adobe Creative Suite as well as working knowledge of HTML and CSS.
- Experience with analytics software.

Relevant, substantial experience may be considered in place of a degree at the discretion of Fresno BHC.

Must possess a valid California driver's license and verifiable automobile insurance and have a reliable automobile for use on the job.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or abilities required.

1. Deep interest in and commitment to the vision, mission, and work of Fresno BHC.
2. Demonstrated knowledge of principles, practices and ethics of public relations; print, electronic and miscellaneous media requirements for bilingual advertising and publicity; and graphic design, type and layout for publications.
3. Demonstrated relevant experience producing multimedia content.
4. Ability to communicate with internal and external constituencies in a professional manner, including articulating Fresno BHC's messaging with clarity and enthusiasm.
5. Ability to communicate effectively, both orally and in writing; define problems, collect data, establish facts, and draw valid conclusions; and effectively present information to specific audiences.
6. Ability to work independently, manage and prioritize multiple tasks, meet deadlines, and

- demonstrate excellent attention to detail.
7. Must be flexible and adaptable; a creative thinker and problem solver who is also open to the insight of others.
 8. Highly proficient with current versions of Adobe Creative Suite (AfterEffects, Premiere, InDesign, Illustrator, Photoshop, Acrobat, InCopy)
 9. Ability to understand and carry out oral and written instructions.
 10. Strong listening, interpersonal, networking, and customer service skills.
 11. Thorough knowledge of branding and its application to various communications.
 12. Competency in print and video production processes; fundamental visual, typographic, and print and electronic design disciplines and principles.
 13. Demonstrated success in implementing strong marketing campaigns.
 14. Experience with web design, publication, and graphic design.
 15. Experience with gathering and editing videos.
 16. Familiarity with and ability to operate modern office equipment, including computer hardware, software, copy machines, scanners, multi-line phone systems, Internet, web-based applications and technology trends in the marketing/public relations arena.
 17. Familiarity with MailChimp, Buffer, and WordPress products.
 18. Display a high degree of initiative, maturity, integrity, loyalty, accountability, creativity, and sound judgment; excellence in professionalism with the ability to maintain strict confidentiality.
 19. Demonstrated ability to develop and maintain effective working relationships with people from diverse backgrounds and communities; ability to work independently and as a team member.
 20. The ability to speak, read, and write a second language is highly preferred.

PHYSICAL DEMANDS

While performing the duties of this job, the employee is regularly required to use hands and fingers. The employee must frequently stand, walk, sit, reach with hands and arms, kneel, talk, and hear. The employee must occasionally lift and/or move equipment and supplies weighing up to 40 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

WORK ENVIRONMENT

The position typically works indoors in an air-conditioned office with a mixture of natural, incandescent, and fluorescent lights. Acoustic ceilings, carpets, and wall panels mute typical noise levels. Frequently, the position is called upon to work outside of the office at a public meeting or event. Some occur indoors, while others occur outside with exposure to weather, temperature extremes, and moderate noise levels. This position requires travel and the ability to interact with others in both small and large group settings. This position may sometimes include extended physical activity, such as walking/standing at community events and/or moving and setting up equipment. The employee is frequently required to meet multiple demands from several people.

NOTE: The above statements describe the general nature and level of work the person assigned to this job performs. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements, which may change from time to time based on business needs. When appropriate, reasonable accommodations may be made to enable individuals with disabilities to perform essential job functions, so long as those accommodations do not create an undue hardship for the organization. However, regular attendance and promptness are considered part of each employee's essential job functions.