



- ✓ **Reports To:** Chief of Marketing
- ✓ **Position Status:** Part-Time
- ✓ **Location:** Washington, DC; Flexible – Virtual Team
- ✓ **Target Start Date:** September 2020
- ✓ To learn more visit: <http://www.girltrek.org/>

About GirlTrek

GirlTrek is the largest public health non-profit dedicated to serving African American women and girls in the United States. GirlTrek was launched in Washington, DC in 2010 and today, GirlTrek's programs have grown to reach over 800,000 African American girls and women in 50 states across the country.

GirlTrek realizes that there is a health crisis in America and nowhere is the toll greater than with African American women. African American women die from preventable obesity-related diseases at higher rates and younger ages than any other group of women in the country. GirlTrek encourages women to use walking as a practical first step to inspire healthy living, families, and communities. As women organize walking teams, they mobilize community members to support monthly advocacy efforts and lead a civil rights-inspired health movement.

GirlTrek is in the midst of an audacious growth capital campaign, which will secure \$25 million over five years to inspire 1 million Black women to develop a daily habit of walking and help 100,000 women establish life-saving habits of daily exercise. This investment will support GirlTrek's core, nationally recognized program, and solidify the launch of our world-class training experience, meant to prepare active members to serve as frontline responders in communities across the country.

GirlTrek is a trusted brand with numerous awards and recognition, including:



GirlTrek was selected as one of the five inaugural social impact projects to become part of the Audacious Project, TED's newest venture in collaborative philanthropy.

- ✓ **Selection as a project of the *Audacious Project* which is TED's newest venture in collaborative philanthropy**
- ✓ **Recognition as top 1% of social innovators in the world by Echoing Green**
- ✓ **Receipt of the Urban Fellows Award by Aspen Institute**
- ✓ **Receipt of Social Innovation Award by Teach for America**
- ✓ **Being named a "Health Hero" by Essence Magazine**



THE RUNDOWN

Elevate and amplify GirlTrek's inspiring brand. Leverage your creative genius to communicate ideas and solve problems. From the layout of a website to large images seen on billboards, we need you to create visual concepts to help bring the GirlTrek brand to life – with an emphasis on digital marketing.

This position will report to the Chief of Marketing and serve as a critical member of the marketing, social media, and merchandising team.

THE FACTS

Serve as GirlTrek's in-house design talent. This position is a part-time (up 20 hours a week) from September 15 – November 30, 2020 with the opportunity for growth into full-time position.

JOB RESPONSIBILITIES INCLUDE BUT NOT LIMITED TO THE FACTS

- ✓ Collaborate with GirlTrek's Chief of Marketing and team of artists to conceptualize campaigns that deliver on business goals
- ✓ Partner with GirlTrek's Chief of Marketing to establish creative design process that allows for innovation and iteration in a fast-paced environment
- ✓ Ensure design projects are completed with high quality and on schedule
- ✓ Prioritize and manage multiple projects with design specifications and budget restrictions
- ✓ Ensure consistency of design guidelines across all channels and brand touch points
- ✓ Provide direction for web, e-commerce, and social media design
- ✓ Partner with Chief of Marketing and Founders to evolve visual systems as we expand into new markets, partnerships, etc.

QUALIFICATIONS & SKILLS

- ✓ 5+ years of experience in graphic
- ✓ Knowledge of layouts, graphic fundamentals, typography, print, and the web
- ✓ Familiarity with HTML and CSS preferred
- ✓ Knowledge of Adobe PhotoShop, Illustrator, Sketch, InDesign, and other graphic design software
- ✓ Compelling portfolio of work over a wide range of creative projects
- ✓ Strong analytical skills
- ✓ Excellent eye for detail

WHAT YOU CAN EXPECT

GirlTrek is a grassroots, movement-building organization. The work environment is very fast-paced and constantly evolving. A successful candidate will come with a "start-up" mentality that allows them to stay nimble, adapt to quickly changing environments, and use limited resources smartly. All members of the national team are expected to participate in GirlTrek programming and serve as public ambassadors of the movement. GirlTrek has 16 full time employees. More than half of the staff work virtually. The other members of the team, work from the headquarters in Washington DC. GirlTrek offers a competitive salary and has been recognized as a leader in the nonprofit sector for its innovations in creating an org-culture that supports the wellbeing of its staff members at work and at home.

- ✓ **Salary:** Range: \$30 – 35 / hr. Commensurate with experience
- ✓ **Location:** Virtual, Preference for candidates in the Washington, DC area.

HOW YOU CAN APPLY

Please visit www.girltrek.org/employment to learn more about the application process and to submit your materials (Resume + Portfolio of Work).