



Position: Designer

Location: Los Angeles, CA; New York, NY

Reports to: National Communications Director

GENERAL SUMMARY

Art is a powerful tool that gives people an opportunity to view communities and issues from a different perspective. It's a critical component of storytelling that's at the foundation of every progressive social movement. Students for Education Reform (SFER) is seeking a fearless designer with the skills and vision to raise awareness and communicate urgency around the challenging political issue of achieving educational justice for students in communities that have historically been underserved and the target of discriminatory education policies.

Students for Education Reform (SFER) develops college students into grassroots organizers who fight for educational justice in their communities. SFER is a student movement that champions educational equity for all children, regardless of race or background.

WHY WORK FOR SFER?

While the work is hard, we approach it with the audacity of believing that students have the power to change the education system and the humility to know it takes time and that thousands have come before us in this fight. We work with urgency, passion, and — most importantly — a lot of joy. We are looking for talented, passionate individuals to join our team and work with us to continue the fight for educational equality.

This position is a fantastic opportunity for an entrepreneurial individual who's passionate about supporting a small, scrappy nonprofit in building a dynamic visual identity, translating our ambitious mission and powerful set of personal stories into compelling marketing materials that reflect our vision for high-quality public schools in every neighborhood.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Support and take leadership in developing creative content for grassroots political and awareness campaigns that compel voters, potential donors, and college students to act on an issue.
- Develop design & copy for promotional materials that drive college student recruitment, engagement on social media, and donations from prospective and existing donors.
- Serve as creative lead on inspirational marketing campaigns that drive traffic to our sites and social media platforms and convert online leads to members who take action offline.
- Oversee and implement ongoing design and copy edits to the organization's websites.
- Design and oversee sales of collateral and "swag" i.e. t-shirts, phone cases, etc.
- Develop and implement email marketing strategy and campaigns with high design element and strong, punchy writing.
- Support video editing projects.

QUALIFICATIONS

- Bachelor's degree required.
- 2-4 years professional experience in communications, advertising, marketing or design; experience working with a progressive social justice non-profit, creative agency, or advertising firm, is a plus.
- Sophisticated graphic design and photo editing skills.

- Advanced knowledge of Microsoft Office, Google Suite, Adobe Creative Suite & InDesign.
- Basic HTML and CSS skills to develop bold, polished webpages and email marketing campaigns; Solid understanding of web technologies and best practices, i.e. design optimization, usability and functionality for social media, mobile/tablet, various browsers.
- Strong, punchy writing skills for an activist audience: excellent spelling, grammar, proofreading, and ability to tailor writing to multiple stakeholders.
- Experience developing email campaigns that drive action on Mailchimp, Nationbuilder or similar CRM preferred.
- Strong understanding of basic advertising and marketing principles, particularly for online audiences; experience with online advertising, banner design and production, rich media advertising, HTML emails, screensavers, games, as well as other emerging technologies is an asset.
- Knowledge and/or demonstrated experience working in or with clients related to education, issue or electoral campaigns, or progressive social causes a plus.
- Advanced skills in video editing, including the use of After Effects, web development, and social media management a plus.

VALUES

- **Growth.** We give and get a high volume of feedback and work relentlessly to improve.
- **Voice.** We exist to empower our members and create a powerful voice for students in the policy sphere.
- **Tenacity.** We set big goals, persist in the face of challenges, and commit to excellence.
- **Audacity & Humility.** We are willing to take risks, think big, and work hard to bring about transformational change, even while acting and listening with humility, respect, and empathy.
- **Dignity.** We commit to social justice work because we believe in the fundamental value of every child and person.
- **Collaborative Leadership.** Empowering others is the hallmark of transformational leadership. We emphasize both personal growth and shared responsibility while investing in our greatest resource: our people.

COMPENSATION

Salary for this position is competitive and depends on prior experience. A comprehensive benefits package is included.

COMMITMENT TO DIVERSITY

Students for Education Reform encourages individuals of all ethnic and racial backgrounds to apply for this position. We are committed to maximizing the diversity of our organization and recruiting a team that reflects our student movement.

HOW TO APPLY

Email jobs@studentsforedreform.org with a resume and a cover letter explaining where you found the job listing and why you are an ideal candidate for this position. Please indicate in your letter where you learned of the position. A limited number of candidates will be scheduled for phone interviews.