

Position Description—Design Director

Title: Design Director

General Purpose:

The design director is responsible for planning, creation, and production of visual content and brand identity standards for sorority print and online publishing as directed by the VP Communications.

Classification: Appointed for 2017–18

Level: National Director

Relationships to Other Positions:

Appointed by: VP Communications after discussion with National Executive Board (NEB)

Accountable to: VP Communications

Support from: VP Communications

Works with: NEB as directed, all communications team (especially graphic designers, photo/video coordinator, insignia coordinator), director of administration, outside vendors

Term of Service: One-year appointment; subsequent term TBD

Time Commitment: 5–10 hours per week (higher hours during Chevron production and events)

Required Qualifications:

- Professional resume, design portfolio and references
- Lifetime member with alumna status in good standing preferred

Knowledge/Abilities/Experience:

- Solid experience in creative services particularly design, layout, and branding in print and digital platforms
- Expert experience with Adobe Creative Cloud (InDesign, Photoshop, Illustrator), Microsoft Office (including Powerpoint)
- Project management, organizational, scheduling and production skills
- Professional collaboration with communications team and vendors, including budget and requisitions
- Awareness of OPA marketing/communications strategy and branding guidelines

Duties and Responsibilities

- Act as art director for all OPA visuals including brand identity and photography
- Work with editorial director to oversee layout and production for up to four issues of the Chevron newsletter per year
- Work with entire communications team to publish consistent visual content and brand messaging for all sorority communications
- Collaborate with NEB and other OPA directors to create brand compliant professional visual and graphic content, including event and fundraising materials, presentations, promotional items, print and digital publications, website graphics, etc., to promote overall OPA goals and communications strategy
- Enforce national brand identity guidelines on all OPA levels and revise when needed



- Assist photo/video coordinator with photo assignments and fulfillment
- Assist insignia coordinator and licensing vendor with maintaining brand identity compliance
- Submit regular reports to the VP Communications when requested

Convention/Mid-year/Leadership Training attendance required? No / No / Yes