

Graphic Design Contract Work

Rural Action, Inc.

Work Summary

The Graphic Design Contractor will work with Rural Action staff to produce high quality visual content that will be used online or in print. The Graphic Design Contractor will edit and update existing material from previous designs/templates. They will also work with staff on new designs and ensure that high quality content is created on existing deadlines. The designer will work with the Development and Media & Communications teams ensuring that Rural Action's strong brand is maintained and to produce well designed material that helps to tell the story of Rural Action's work in Appalachian Ohio and the impact that this work is having in the region.

The position will require working with staff and National Service members to create compelling and visually pleasing content. The Graphic Design Contractor will also help program staff follow organizational communications protocols and remain consistent with Rural Action's overall communications and branding strategies and plans.

Scope of Work

- Produce and edit content including newsletter design and layout, report design and layout, graphics for newsletters (print and electronic), graphics for social media, brochures, information sheets and one-pagers, event posters and postcards, event programs, business cards, and website banners or other website graphics, and other media as required;
- Track and archive produced content using a file management system;
- Work with the Media and Communications Director and Writer to implement the social media marketing plan.
- Assist staff in the development of visuals for online fundraising campaigns or program-specific social media campaigns Rural Action undertakes;
- Produce graphics for Rural Action's new website;
- Under the direction of the Media and Communications Director, assist program staff with the development of print or online content which effectively communicates with various audiences;
- Review copy and check spelling in designs for grammar and punctuation;
- Participate in or assist with creation of donor development and membership products as needed;
- Help staff and National Service members understand how visual content can help achieve the goals and strategies within the communications plan;
- Train staff or AmeriCorps members as requested in using Adobe products;
- Routinely check in with Media and Communications Director on media and communications projects;
- Other duties and requested.

Minimum Qualifications

- Bachelor's degree in Art, Visual Communications, Graphic Design, or similar; or equivalent combination of experience and education for at least three years;
- Ability to work for long periods at a computer;
- Ability to use Microsoft Word, Google Drive/Docs, and project management software;
- Ability to work with diverse teams to produce high quality work;
- Willingness to work under deadline pressure to complete assignments;

Preferred Qualifications

- Some experience with editing content on websites including uploading files to a media library, swapping content and banners, and formatting webpages using existing templates.
- Holds an existing creative suite user license.

Independent Contractor (IC) Relationship.

For the purposes of this Scope of Work the graphic designer is an independent contractor and is not an employee, servant, agent, partner or joint venturer of Rural Action. Rural Action shall determine the work to be done by the IC, but the IC shall provide the tools to perform the work and determine the means by which the work is accomplished. Rural Action is not responsible for tax withholding, and shall not withhold, federal income, FICA or local taxes from any payments which it owes the IC. IC will be required to complete a W-9 form providing a tax ID number. Neither the IC nor its employees shall be entitled to receive any benefits which the employees of Rural Action are entitled to receive and shall not be entitled to workers' compensation, unemployment compensation, medical insurance, life insurance, paid vacations, paid holidays, pension or Social Security on account of their work for the Client. IC has no authority to enter into contracts or agreements on behalf of Client.

Intellectual property rights.

All materials, images, photos, videos or other materials produced under this contract are works made for hire and the IC specifically grants all copy right interests to Rural Action. The IC may not use, distribute, sell or otherwise disseminate materials produced under this contract without the expressed written permission of Rural Action, except the IC may make limited distribution of the material as examples of their work for prospective clients. If IC uses materials produced outside of this contract in the production of works outlined in the Scope of Work, the IC grants Rural Action unlimited license to use, copy or disseminate the materials produced under this contract.