Graphic Designer for Training Materials

Opportunity Summary

We have an abundance of visual and written design work and are looking for an accomplished executor of ideas and finisher of projects. We will look to this person both for first drafts—taking mood boards, creative briefs, existing styles, or brand guidelines into an initial layout—and for finalizing products through an iterative feedback process that includes refining, standardizing, and editing fine details. We work in a variety of applications depending on client needs; InDesign, xd, Illustrator, Photoshop, PowerPoint, Mural and the Google suite. This team member will enjoy using their graphic design skills, attending to detail, and concluding work on what are often tight client timelines.

+ Job Type: Part-time, contractor on retainer
+ Project types: forms, worksheets, reports, guides/manuals, presentations, reference materials (handouts, brochures)
+ Expertise/interest: design for audiences for whom writing is not the primary or preferred way to interact with information (lower literacy, cross-cultural), low-resource audiences (analog or low-tech), international development, health communications, social marketing, social and behavioral change communication (SBCC)
+ Primary language: English
+ Closing Date: rolling, open until January 8, 2021
+ Hours: 10-20 hours/week. Hours will fluctuate based on client project needs, with a guaranteed minimum 40 hours/month. January - February 2022 we anticipate needing more hours than this—20 hours/week.
+ Work does not need to be done during the U.S. work day (8-5, M-F) , but often has to turn around on a 24 hour timeline.
+ Pay range: $45-$85/hour depending on location and experience.
+ Location: We are based in Minneapolis, Minnesota, USA (CST) and happy to have someone join us periodically in our office. However, this position need not be co-located with us. We encourage anyone within UTC +3 to -7 time zones to apply. Stellar applicants located East of UTC +3 will be considered on a case-by-case basis.

Who we are

Picture Impact is a collaboration between evaluators, designers and strategists. We are a small, nimble, women-owned company with a global network of partners whom we draw on to build the right team for each project. Our approach is complexity-aware, people-centered and utilization-focused. We look at people and behavior, think in systems, and find ideas and perspectives across silos and sectors. We apply this approach in a diverse array of contexts, subjects, and purposes.

We are Minneapolis-based, working globally, most often with projects and teams in sub-Saharan Africa. Picture Impact's portfolio is wide-ranging in subject matter—from HIV/OVC case management, to smallholder agriculture, to highlighting and scaling program innovations, to supporting child and maternal health. What ties this work together is how we intentionally activate and support the change process while enhancing the capacity of program users and implementers.

Who we are seeking

The role

We are often hired to create curriculums, training and learning support materials, toolkits, facilitation materials, learning briefs, case studies, research presentations, participatory workshops, and other artifacts that support behavior change, adult learning or some combination of the two. This is where you come in. We need an experienced and confident graphic designer who not only excels at production design, but prefers both the type of work we do and the execution part of the design process.

What is distinctive about Picture Impact's end products is a user- and radically use-centered approach to design. Our work is driven by psychology as much as beauty (though there's significant overlap). We design based on an awareness that comes from a range of fields: instructional design, UX design, behavioral economics, health literacy, data visualization, low literacy communication, universal and accessible design, neurophysiology. If you are as interested in how the mind works as in how to make things pretty, this is a great fit for you.

Your role on the team is to increase the capacity of our creative thinking team by bringing our ideas fully to life, with stunning execution.

Ways you might know this is for you:

+ Do you regularly work in some combination of InDesign, xd, illustrator, Photoshop, and the plain old Microsoft or Google suite of apps?
+ Do you keep meticulous records, clean files, and have a systematic approach to your drafts and styles? Are you able to take disorganized work and clean it up?
+ Do un-corrected typos, mis-aligned elements, non-standard color use and other details drive you to distraction? Are you an excellent proofreader and prepress proofer?
+ Are you tuned into the visual impact of our world, noticing images as well as words in their communication?
+ Are you interested in how visual design impacts and interacts with a wide range of audiences—neurodiverse, low formal literacy, varying visual literacies, all ages, etc.?
+ Do you like iterating something, refining it and willingingly changing it based on new information and feedback?
+ Do you look forward to finishing something and checking it off your list?
+ Do you make schedules and plans for yourself and enjoy working your plan?
+ Are you self directed while staying connected to a team?

Within the team

We are a creative team seeking the balance of a detail-oriented doer and maker. You delight in creative production, taking direction and making public-facing final products that sing. You are able to realistically estimate and communicate timing and level of effort on work, coordinating and executing along with a larger team and client expectations. You like to work in a systematic way, bringing work to completion—meeting your own high standards. Finishing and executing on things is satisfying to you, all the way down to the final details.

Core skills

Graphic design

+ Able to translate a mood board, creative brief, existing style or brand guidelines into a tangible product
+ Able to work with styles, layers, linked files, pages, and documents in ways that files are easily handed off between designers internally and externally—using standard conventions
+ Able to apply consistency in tone and style of written content
+ Practiced skills in understanding and designing for how a range of people take in new information and ideas, particularly how visual presentation impacts this uptake
+ Fluency in InDesign is a must. Experience with Illustrator and Photoshop, at least at a basic level. Facility with XD or other prototyping tools and/or experience with Canva, Spark or other media production tools is a plus.
+ Proficiency with PowerPoint and Google Presentation.

Collaboration

+ Use and collaborate in Microsoft and Google platforms, documents and presentations.

+ Able to execute with attention to timing
+ Managing and giving love to all the details
+ Strong problem-solving skills and ability to respond or pivot when digital tools act up, clients make last minute requests, and other typical messes within the creative process

Proofreading and fine tuning
+ Able to place objects on the right layer, use grids, guides, and other tools to ensure alignment and consistent spacing
+ Able to index a document and manage a table of contents
+ Able to spot copy edits, bleeds, style application and other print considerations/requirements
+ Able to work through a punch list of final edits and ensure their completion

Commitment to working on anti–racism

As a design and learning studio owned by two white, educated women working internationally—practicing in many different contexts across Africa—it is abundantly clear that we must fearlessly and critically interrogate ourselves and the systems in which we operate.

Anti-black racism, colonialism, white supremacy culture, occupation of native lands, and many intersecting axes of oppression are intimately intertwined with our work. We recognize that dismantling these systems and beliefs, re-imagining right relationships and wholeness, and catalyzing transformation is the work of a lifetime.

As a company it is important to us that all team members are open to these conversations, walking their own journey and interrogating how these issues show up and influence their own lived experiences. We find value in working hard to show up in new ways together.

Lived experience

We do not feel the need to specify what your background is—there are many ways people may have acquired the core skills for which we are looking.

Maybe you graduated 5-10 years ago and are looking to engage in exciting (and potentially somewhat new to you) subject matter while practicing your core competencies.

Maybe you are a parent seeking some hours of nourishing professional time for yourself.

Maybe you have a less traditional CV and this sounds like the next right step to give your gifts to the world.

Some of the more traditional paths that lead to the necessary skills for this position sound like:
+ 5+ years of experience working within a team environment

+ 5+ years of graphic design experience, preferably in a prepress / print materials context
+ Identifiable track record of self-directed time management and product completion
+ Education in design, illustration, photography, or communications
+ Experience doing freelance, project-based work, or independent contractor type engagements
+ Experience in copywriting, editing, proofreading
+ Can identify ways in which you interact with, live between, or regularly engage across cultures

How to apply

Join us!

To apply please send us:

1. A letter of interest sharing with us how you rock the details and delight in executing on ideas, how working with us will contribute to your thinking and perspective, and how your lived experience/field/discipline makes you a great fit for this work.
2. An abbreviated resume/CV (no more than 2 pages), OR a portfolio of work, OR a link to your own website, OR your LinkedIn profile (truly, we are happy with just a link, we don't need to create more work for you). Choose the medium you think best represents your experience and the expertise you are looking to apply to this work.

Please send files in PDF format to connect@pictureimpact.co with subject line: Graphic designer for training materials.

We will be setting up interviews and making decisions on a rolling basis through January 8th.

Our hiring process

We will conduct initial 30 minute phone/zoom/skype conversations with applicants that have the lived experience and core skills we are seeking, and seem to be a good overall fit for our company.

We will invite up to 3 finalists for a second--longer and more interactive--interview. At this point we will ask for contact information for 2 professional or academic references, and one reference of your choosing from your greater community (friend, peer in volunteer work, faith leader, neighbor). This should be someone who can speak to who you are in the world beyond how you show up at work. Please let these people know we may be reaching out to them.

We are a quirky and high touch / high relationship team. We find it appropriate to consider the first 90 days a time to really get a sense of fit as we get to know each other more fully. Every month we will reflect together on the fit-to-role, fit-to-culture, and fit-to-values. At the end of 90 days we will reflect on this work relationship and make a mutual determination of continuation.