



Job Title: Graphic Designer

Posted: January 8, 2024

Who We Are Looking For

The League is looking to welcome a creative and innovative visual storyteller to our team in support of our mission to build a Bicycle Friendly America for Everyone. The League is an association of individuals, organizations, and businesses powering the bike movement to improve lives and communities through better bicycling nationwide. Supporting this network of advocates and changemakers is at the core of the League's work; we amplify their voices for better bicycling at all levels and inspire action through storytelling and communications.

The ideal candidate will have a keen eye for visual design, publication layouts, printed collateral, digital media, and data visualization. A primary role for the candidate will be laying out the League's print magazine in coordination with the communications team and designing direct mail pieces in coordination with the development director. Other responsibilities will include creating graphics in support of League webinars, publications, blog posts, reports, and events. The Graphic Designer will collaborate across teams in support of deliverables, producing quality and on-time pieces using the latest trends, technology, and techniques in the design space.

Responsibilities

The Graphic Designer will support League programs under the direction of the communications director, including:

- Designing and laying out the League's magazine, direct mail, and other collateral for print and mailing
- Designing and laying out other League collateral for digital production such as fact sheets, reports, graphs, etc.
- Producing thematic designs and suite of graphics for League campaigns including the annual National Bike Summit, National Bike Month, the National Bike Challenge, etc.
- Planning and interpreting programmatic content into designs that work to communicate thematic goals for reports, blog posts and social media
- Designing promotional materials for webinars, reports, events, and other League initiatives
- Designing graphics for social media posts
- Supporting the design needs of programs to include slide templates or development, fact sheets, logos, badges, and other visual elements
- Assuring consistency of the brand across all design elements

Required Qualifications

- Experience working in both print and digital design and production processes
- Demonstrated expertise in designing publication layouts for print

- Ability to translate complex policy issues or data into visual designs that are easy to understand
- Fluency in Adobe Creative Suite and/or other design programs and software (Canva, Figma, etc.)
- Working knowledge of the Google Workspace products (Mail, Drive, Docs, Slides, Sheets, etc.)
- Working knowledge of HTML and Wordpress
- Self-starter who enjoys working in teams and also thrives working independently
- Enthusiasm for the League's mission to create a more Bicycle Friendly America for everyone and desire to help others do this work at the local level

Preferred Qualifications

- Video content creation experience a plus
- Conversant in the world of bicycling and/or experience with local bike or transportation advocacy efforts a plus

Reporting Relationships, Compensation, and Benefits

This position is based in the League's Washington, DC office but we are open to a full-time remote position for the right person. The Graphic Designer reports to the Communications Director and will work closely with the Communications Coordinator.

The expected salary range is \$55,000 - 65,000 annually

Benefits include: employer covered health/dental/vision insurance up to 80% of premiums; 100% employer covered life insurance, short-term and long-term disability insurance; vacation, sick, and personal leave; a 403(b) retirement plan including employer match; and a fun working environment with committed colleagues.

Hours: Full-Time (40 hours/week)

Location: The League's office is in Washington, DC, however most employees currently work hybrid schedules, split between working from home and in the League office, as agreed upon with their supervisor. The League is open to a fully remote position for an exceptional candidate.

Work Environment

Home and/or normal office setting with low to moderate noise level. Up to 10% travel required for events.

Application Instructions

Please email a cover letter, resume, and a portfolio of design work including a print publication (as a PDF) to hring@bikeleague.org with *Graphic Designer* in the subject line.

Application Deadline: February 9, 2024. Position available immediately. Interviews may be offered before the application deadline.

About the League of American Bicyclists

We believe bicycling brings people together. When more people ride bikes:

- Life is better for everyone;
- Communities are safer, stronger and better connected;

- Our nation is healthier, economically stronger, environmentally cleaner and more energy independent.

To create a more Bicycle Friendly America for everyone, local organizations, advocates, and members are the foundation for our success. Our job is to create tools that fuel local success, build a strong network of change-makers, and represent bicyclists on Capitol Hill to ensure more resources and better policies that will make bicycling safer, more comfortable, and open to all.

The League of American Bicyclists is an equal opportunity employer and values diversity. We celebrate diversity and do not discriminate based on race, religion, color, national origin, sex, sexual orientation, gender identity or expression, age, veteran status, disability status, or any other applicable characteristics protected by law. All employment is decided on the basis of qualifications, merit and business need.