

Graphic Designer

Purpose: Establish and execute creative graphic design content for the APR, including a style guide presenting APR's brand guidelines. Design high impact print and digital resources and apply APR branding consistently across existing documents. Copy will be provided by the APR staff. This is a unique opportunity to shape the brand identity you will be responsible for implementing.

Status: Full time, work from home.

Compensation and anticipated workload: Salaried, full time (40 hrs/week). APR offers medical, vision, and dental plans; paid time off; and 401(k) benefits for full time employees.

Responsibilities:

- Establish a modern visual brand identity for the APR, codified in a style guide for continuity of branding across all APR digital and print materials.
- Develop polished PowerPoint presentations (ex. slide decks for webinars, member meetings, trainings, conferences and other speaking engagements)
- Design reports and fact sheets to support policy programs and press outreach
- Design posters, handouts, banners, and other print materials for APR member meetings, conferences, and exhibit booths
- Design marketing collateral, educational materials (ex. Infographics, video content, animations, and flow diagrams), documents, and graphics to support APR programs, including:
 - APR membership
 - APR Design® Guide Design, Test Protocols, Training, and Recognition programs
 - Postconsumer recycled content (PCR) Certification
 - Website, blog, and social media
 - Retouch raw photos from live trainings and member meetings
 - Other program materials as needed
- Utilize internal mechanisms (e.g., shared file and calendar systems) to manage files, tasks and timelines.

Attributes of a successful candidate:

- A strong eye for visual composition; knowledge of graphic design fundamentals for print and web; and firm grasp on accessible design (e.g. the Web Content Accessibility Guidelines (WCAG)) - as demonstrated by a compelling portfolio of work over a wide range of creative projects
- Degree in Design, Fine Arts or related field is a plus
- UX and web development and web site maintenance experience are a plus
- Capability to develop animations and create/edit video is a plus.
- Prior experience designing for trade associations, membership organizations, or varied audiences is a plus
- Effective time management skills and the ability to meet deadlines
- An effective and proactive team member. Able to give and receive constructive criticism
- Interest and ideally some knowledge of recycling or sustainability. Most importantly, you bring a passion for conserving natural resources through recycling and are eager to help us communicate clearly.

To apply, please email info@plasticsrecycling.org with your resume and introduction letter.