Graphic Designer Job Description

Better Block Foundation is a nonprofit organization that empowers communities and their leaders to reshape their built environments to promote the growth of healthy and vibrant neighborhoods. The Graphic Designer should understand and embrace this mission, and have a genuine passion for urban innovation and bettering cities according to their unique identities.

Position
Reporting to the Managing Director, the Graphic Designer will help us solidify our brand. We know where we are going. We need great design to get us there. From printed reports and creating wayfinding signage to the collateral we use for workshops and during Better Block interventions, our brand says everything. We would like a Graphic Designer to help us spread the message of placemaking, create all the elements listed above, work in both digital and print (have you ever designed a zine?), and be inspired by working with neighbors. The Graphic Designer should be passionate about new urbanism and willing to swing a hammer, get paint on his/her clothing, answer volunteers’ questions, etc as well as make us look good. What we’re saying is this position is very hands-on.

This is a full-time position based in Dallas, Texas.

Responsibilities
- Design print manuals, reports, and logos for a variety of projects
- Refresh our brand (logo, fonts, colors)
- Create marketing materials for use in projects (materials, vests, welcome boxes, etc.)
- Update/help maintain the website
- Strong visual ideation and creativity
- Good grasp of various typographies
- Strong web design and HTML and CSS abilities
- Good eye for beautiful design
- Ability to develop brand standards that are relevant nationally and internationally

Qualifications
- BA degree in related field
- Design software (Photoshop, Illustrator, InDesign, etc.)
- Multimedia design software (Acrobat, etc.)
- Color theory layout/conversion optimization
- Print design expertise
- Digital design expertise
- Digital fabrication a plus
- Sketchup knowledge a plus

Send your résumé, cover letter, and portfolio to Krista@betterblock.org. No phone calls please.