



## Senior Brand Designer

### Who We Are:

JoyRx Heals All.

At Children's Cancer Association (CCA), we believe Joy is an unlimited resource and undeniable right. We champion purple, but know Joy heals young patients of all colors, no matter what language they speak, where they hail from, or live—ensuring all have equal access to no-cost, Joy-based programming.

We champion our team of unique individuals to feel empowered and bring their full, authentic selves to the workplace, regardless of how one identifies.

At CCA, we know it takes more than medicine to treat cancer and serious illness. When a child is facing life's most challenging moments, it's not enough to try to fix their body—we must also help them heal emotionally.

For over 25 years, CCA has delivered programs to help young patients find their Joy. JoyRx® programs feature music, mentorship, and nature to create feel-good moments for seriously ill kids and help them positively shift their mood to relieve the sadness, anxiety, and isolation experienced during lengthy treatments and hospitalizations—transforming their pediatric healthcare experience.

### Who you are:

You are a creative and dynamic graphic designer with experience in brand management, creative design, and experiential design. You have a background working across channels – digital, print, visual, experiential. As the acting visual creative lead for CCA, the Senior Brand Designer is responsible for concepting, managing, and executing the creative vision and design direction for all branded assets and creative output. This includes designing, developing, and producing compelling visual assets and digital and printed creative materials. This position reports to Vice President of Brand Marketing and has one direct report.

### Essential Functions

- Create, design, and deliver CCA digital and printed creative projects, upholding brand design standards, including but not limited to: program brochures, branded collateral, signage, event materials, promotional items, impact reports, websites, emails, social and digital ad units, presentation decks, etc.
- Work with agency partners and VP to craft and maintain CCA brand expression guidelines governing all creative output including graphic design, photography & video creative, researching and observing current brand best-practices and competitive analysis

- Lead creative concept brainstorming to define creative vision and brand experience for CCA's annual flagship Wonderball event and other events. Successfully translate concepts to execution.
- Collaborate cross-functionally with all internal CCA teams, offering creative perspectives, exploring new approaches, and problem solving in alignment with CCA brand standards.
- Collaborate with corporate and media partners, board members, etc. to develop co-branded creative concepts and innovative print and digital design solutions that communicate CCA's JoyRx positioning at every touchpoint from skis and snowboards to coffee sleeves and retail displays.
- Manage coaching and professional development of Senior Marketing Specialist, providing support and guidance to ensure high performance and engagement.
- Manage vendor print files and provide support to Senior Marketing Specialist in overseeing vendor estimates, negotiating best prices, and leading press checks.
- Collaborate with and provide support to Senior Marketing Specialist on project management and resource allocation within the Brand Marketing Team to deliver on business-critical creative needs.
- Oversee and support Senior Marketing Specialist to ensure JoyRx.org remains up to date and represents brand excellence based on what is possible with current platform
- Oversee and support Senior Marketing Specialist's job responsibilities, performance, and professional development

### **Skills**

- Dynamic, creative, detail-oriented, and professional
- Strong inter-personal skills and ability to manage feedback from multiple stakeholders
- Expert-level skills in Adobe Creative Suite (InDesign, Illustrator and Photoshop) and proficiency in MS Word, Excel and PowerPoint is required
- Excellent written and verbal communications skills
- Ability to be self-directed, prioritize and manage multiple projects while working under tight deadlines
- Strong working knowledge of print production and buying process is required.
- Photography direction and editing experience required.
- Proficiency in HTML is appreciated
- Bi-lingual (Spanish) is appreciated

## **Education & Experience**

- 5+ years of professional work experience in Graphic Design, Creative Design, and Experiential Design.
- Bachelor's degree preferably in Graphic Design, Print Production, Marketing, or Communications; Will consider equivalent industry experience or other certification

## **Competency Requirements:**

- **Creative** - Explores options and develops innovative ideas and solutions. Offers alternatives. Find new ways to look at old issues.
- **Active Communication** - Actively seeks information from a variety of sources, uses modern technology, encourage the flow of information. Strong interpersonal and verbal/written communication skills.
- **High Standards** – Seeks quality and continuous improvement
- **Planning & Organizing** – Prioritize multiple tasks, maximize use of available time, work is accomplished efficiently and accurately.
- **Adaptability** – Flexible and open to new ideas. Are quick to adapt.
- **Relationship Building** – Establish and maintain productive relationships with CCA leadership, co-workers, board members, corporate partners, agencies, vendors, families, and staff.
- **Written Communication** - Composes informative and convincing documents. Uses the written language to convey substance and intent with accuracy.

## **Work Environment**

This position is currently remote. Once in-office work resumes, this job operates primarily in a professional office environment.

## **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job with or without a reasonable accommodation.

Due to the nature of CCA's work with immunocompromised children, it is our responsibility to take every precaution possible to protect the health and safety of the children and families we serve. All CCA employees, regardless of work location, are required to receive COVID-19 vaccinations as recommended by the CDC, including any future boosters, unless a reasonable accommodation is approved.

This is largely a sedentary role; however, some lifting is required for deliveries of event décor materials and branded items (up to 20 lbs).

Constantly operates a computer and other office equipment, such as a calculator, copy machine, and computer printer. This position requires the ability speak, hear, write, and read English. Must have the visual acuity to create, edit, and evaluate color design, photos, graphics, and printed materials.

### **Travel**

This position requires occasional travel in the Portland Metro area.

### **Compensation:**

CCA is a growth organization that looks for team members to grow with it. CCA offers a generous total rewards package, casual work environment and an inclusive culture. No matter the role, every CCA role shares one galvanizing message, to bring joy, comfort and inspiration to every child or teen in their moment of need.

Competitive benefit package and salary commensurate with experience, starting at \$60,000/year.

Generous benefits, including:

- Non-executive bonus eligible
- Medical, vision, dental and alternative care benefits;
- PTO & nine paid holidays;
- Voluntary short- and long-term disability;
- Flexible spending plan;
- 401(k) with 3.5% CCA match;
- Paid four-week sabbatical after eight years of service;

### **Application Guidelines:**

Complete the [application](#) through our application portal and answer the following two questions in your cover letter:

1. Tell us how your previous work history has prepared you for this role
2. Provide salary expectations

### **Position Type/Expected Hours of Work**

This is a full time (40 hours/week) exempt position. Some flexibility in hours is allowed; days and hours of onsite work are generally Monday through Thursday, 8:00 am – 5:30 pm and Friday 8:00 am – 12:00 pm. This position requires at times evening hours and occasional weekend work.

### **General Information:**

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required for the position. Job duties may change at any time with or without notice.

