



Title: Design & Marketing Specialist

Position Summary: The **Design & Marketing Specialist** creates promotional materials and collateral to market The Children's Place through graphic design, photography and video creation. Working closely with the Director of Marketing & Communications, the Design & Marketing Specialist creates high-quality graphics, videos, digital and print materials for a variety of needs, including fundraising events, marketing materials, special events, agency materials and other communications projects appealing to a diverse audience.

The Children's Place is Kansas City's trauma treatment center, serving the mental health needs of young children since 1978. Embarking on a new strategic plan, The Children's Place has a renewed focus on marketing and communicating about the importance of early intervention for children's mental health. The Children's Place has won eight Philly Awards for excellence in nonprofit marketing in the last three years and has developed a high standard for our brand and marketing efforts.

Job Type: Full Time

Pay: The starting salary is \$50,000 with the potential for hiring starting pay based on experience.

Program: Development

Reporting Structure: Reports to the Director of Marketing & Communications

Responsibilities:

Graphic Design

- Design collateral and branding for events, programs and more, building on The Children's Place's brand as a foundation.
- Ensure accurate use of The Children's Place's brand across agency functions.
- Coordinate production of print materials with print vendors.

Photography and Video

- Serve as in-house photographer for daily activities with the children in our programs and both internal and external events.
- Create videos for a variety of purposes throughout the year, including social media, digital communications, event promotion and more.

Communications and Social Media

- Work with the Director of Marketing & Communications to strategize communications for the agency, including email marketing, social media and direct mail.
- Contribute to content strategy on social media.

Administrative

- Build relationships with staff and volunteers throughout the agency to tell the story of The Children's Place's impact in the community.
- Collaborate within the development department to assist with events and other fundraising projects.

Skills, Experience, and Education:

- Bachelor's degree in Communications, Marketing, Graphic Design
- 2-3 years experience in related field preferred
- Proficiency with Adobe Creative Suite
- Ability to communicate clearly and effectively verbally and in writing
- Organizational and time management skills
- Demonstrated track record of accuracy, timeliness, dependability and reliability
- Ability to juggle multiple projects simultaneously
- Commitment to the mission of The Children's Place and ability to apply a trauma-responsive lens to all materials
- Finger on the pulse of the trends in social media, graphic design, video and marketing as a whole
- Collaboratively-minded team player

Mission Statement: Our mission is to help children and families heal from life's deepest hurts. We work to restore childhood. We tirelessly pursue, find and celebrate healing for young children in our community who have faced trauma, enabling children to lead happy, healthy, hopeful lives.

People & Culture: This Is A Place For You

We believe in resiliency and the capacity to heal; our mission is to help children and

families heal from life's deepest hurts.

We believe everyone has a unique life story, and we will listen and stand with those who have felt hurt or vulnerable.

We believe everyone experiences pain. It is the expression of this pain and discomfort that allows for learning and growth.

We believe people are our most vital asset, and healing occurs within the context of relationships. We will work to build an inclusive community where all people feel they are noticed and belong.

We celebrate people from every color, race, ethnicity, place of origin, religion, age, gender, sexual orientation, gender identity and/or expression, socio-economic status, family structure, and those with differences in ability.

We commit to hiring a workforce and recruiting board members to encourage the representation of all groups and perspectives. The children and families we serve deserve to enter a Place filled with people who reflect their own diversity.

Furthermore, we see acts of racism and its resulting inequities in our world and will actively work to be an equitable and antiracist Place. Through consistent professional training and development, we commit to creating an environment where all people can say they are welcomed, respected and safe to be themselves.

Working Conditions

- When required, be responsible for client physical safety.
- Must understand and follow building security procedures.
- Exposure to vicarious trauma
- Exposure of a range of early childhood behaviors
- Other normal office environment and conditions.
- Travel in community under all weather conditions.
- Business casual office attire
- Exposure to childhood illnesses – flu and COVID vaccination recommended

Organizational Culture:

We offer flexible working arrangements and emphasize the importance of employees caring for their own mental health. We work hard but also value self-care and are intentional to provide benefits that help employees take care of themselves and their dependents. We believe in celebrating each other and rallying around the unified passion for helping children heal from their hurts and thrive.

Equal Opportunity Employer:

The Children's Place is an equal opportunity employer that makes employment decisions regarding individuals and employees on the basis of their qualifications without regard to race, religion, color, sex, gender identity, sexual orientation, age, national origin, disability, veteran or other status protected by law.

Disclaimer

Other duties will be required/requested for effective job performance. This is not a contract for employment but an outline of essential functions and expectations.

Apply: To apply, send resume and cover letter with salary requirement to hr@childrensplacekc.org.