



Graphic Designer SERRV International

Based in **Madison, WI**, SERRV International is a fair trade, nonprofit organization dedicated to creating sustainable employment, fair wages and social benefits for small-scale global artisans and farmers with few opportunities for income. Our fine handmade products are sold through our catalog and web site (SERRV.org), and through retail stores around the country.

Reporting to our Art Director, SERRV's **Graphic Designer** will help execute a recognizable and compelling visual brand image within our multi-channel, multi-platform company. This creative individual will work with our merchandising and sales/marketing teams to develop impactful design concepts that enhance our user experience across both print and digital platforms, including social media, email and e-commerce. This is a unique opportunity to do good while using and building your professional graphic design abilities.

The ideal candidate will possess excellent problem-solving, organizational and teamwork skills, thrive in a fast paced environment, and share our commitment to Fair Trade as a way to reduce poverty and empower marginalized artisans around the world.

This position requires a minimum of 26 hours per week. A full-time option is available depending on the candidate's range of skills.

RESPONSIBILITIES:

- Work with SERRV's Art Director to execute a compelling visual brand identity in line with the company's core values and ideals.
- Maintain consistent visual design concepts across digital and printed communications by working within our brand guidelines.
- Produce graphics for weekly email communications, 140+/year, to our Consumer and B2B customers, working with templates and within branding on tight deadlines.
- Able to work within quick-turnaround times with accuracy and production speed on daily emails, etc., and bring in creative ideas for other projects
- Manage time to meet deadlines and provide high-quality deliverables

SERRV International, Inc.

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- Assist in the design and delivery of a range of high-impact printed materials, including consumer point-of-purchase materials, product tags, specialty catalogs, conference and trade show materials, annual reports and donation campaign letters.
- Assist in graphic updates to our website, including the design of headers, banners, product images and pages, and automated customer emails.
- Prepare and edit product photos; resizing or photo-shopping images for website pages
- Handle some in-house product photography and photo editing for our catalogs and web site. Produce select promotional lifestyle photos as required, and help maintain photography archive
- Help organize and archive project work
- Work as part of team to develop slide-show, photo-story videos and simple animations related to our artisans, products or company
- Other project work as needed

REQUIREMENTS:

- Bachelor's Degree or Certificate in Graphic Design or related field
- 1-3 years of experience in a graphic design related capacity; agency experience preferred
- Minimum 2 years of experience in Adobe Creative Suite, with strong understanding and application of Photoshop, InDesign and Premiere Pro
- Experience with traditional advertising and retail catalog an asset
- Proven track record delivering strong brand and visual stories
- Ability to work within brand guidelines and design to a target market
- Photography experience, including an eye for composition and lighting
- Video production and animation experience an asset
- Results-driven and self-motivated
- Ability to multitask and prioritize projects while executing on-time, quality work under tight deadlines
- Strong attention to detail, proofing work, and organization
- Ability to work successfully in a cross functional team environment
- Creative problem-solving abilities, with a solutions-oriented, positive outlook.
- Excellent interpersonal and communication skills, dealing effectively with all types of audiences
- Committed to SERRV International's principles and core values

SERRV International offers a strong compensation package, including generous healthcare, dental and retirement and disability programs, vacation and sick leave,

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employee product discounts, and a casual work environment.

TO APPLY:

The ideal candidate will have a top-notch portfolio displaying a wide range of capabilities and creativity. Please submit your cover letter, resume and a link to your portfolio, in PDF format to apply@serrv.org

Include your name and the title of the position you're apply for in the Subject Line.