
POSITION DESCRIPTION
COMMUNICATIONS AND VISUAL DESIGN ASSOCIATE

Organization Profile:

Founded in 1983, The Wooden Floor in Santa Ana, California, is one of the foremost creative youth development nonprofit organizations in the country. We transform the lives of young people in low-income communities through the power of dance and access to higher education. In Orange County and through our national licensed partner, we use a long-term approach grounded in exploratory dance education to foster the confidence and gifts within each child to innovate, communicate, and collaborate – skills necessary for success in school and in life. Since 2005, 100 percent of students who graduate from The Wooden Floor graduate high school on-time and immediately enroll in higher education, and many of them go on to pursue degrees in business, engineering, medicine, and the arts. The Wooden Floor students become change agents and beacons of hope within their own families, their neighborhoods, our community, and our world.

Position Summary:

The Communications & Visual Design Associate provides a variety of detail-oriented, creative and administrative assistance to the Director of Communications and Marketing. The position is heavily creative in the visual realm, including designing and creating marketing collateral/assets for print and digital. Other duties include maintenance of the organization's website and external social media websites, digital marketing, management of media lists, assist with event setup, working with external vendors such as printers and mail houses, and writing press releases, promotional articles, letters, and other documents. The Communications & Visual Design Associate supports the mission by keeping The Wooden Floor in the public eye, resulting in positive community visibility and advocacy for the organization.

Reports To: Director of Communications and Marketing

Classification: Non-Exempt

Status: Full-time

Essential Job Functions:**Marketing and Public Relations:**

- Maintains and creates the visual brand identity of the organization
- Assists with the design and creation of marketing collateral, including the coordination and compiling of direct mail marketing
- Assists in the updating and maintenance of the organization's website using CMS and FTP software, as well as social media and digital marketing including e-newsletters using Luminare Online, a Salesforce-based multichannel CRM
- Utilizes Adobe Premiere Pro in the editing and assists in the creation of video assets for distribution in social media, e-newsletters, and at events
- Research and select targeted media lists
- Assist in writing and proofreading press releases, promotional articles, letters, and other documents as needed and requested
- Coordination and set-up of meetings, photo shoots, and video shoots
- Provide clerical assistance to the Director of Communications and Marketing, including bidding out contracts, pulling city permits, picking up and dropping off marketing materials, and working with external vendors, such as printers, mail houses, etc.
- Attendance and participation in organizational events, including but not limited to packing, set-up, and installation of marketing materials, merchandise sales, providing photo direction, etc.
- Maintain a variety of confidential information and records as needed

- Establish and maintain cooperative and effective working relationships with colleagues, the press, and outside vendors
- Continually research and present best practices on visual/digital communication

Required Education, Skills, Licensures, Certifications, Other:

- Degree in marketing, PR, or design from four-year university
- 2-4 years experience working in marketing, PR, or digital media
- Fluency in Adobe Creative Cloud, including InDesign, Illustrator, Photoshop, Premiere Pro, and Acrobat
- Working knowledge of Salesforce-based CRM, Microsoft Office Suite, HTML, and Raisers Edge Software (preferred)
- Working knowledge of web platforms, web CMS, intermediate video production, social media outlets, and excellent digital media skills
- Individual drive and high work ethic, able to thrive in a fast-paced environment
- Ability to work within a collaborative environment with a culture of quality
- Excellent writing, grammar, verbal, and interpersonal communications skills
- Excellent judgement on the appropriateness of content
- Excellent visual design aesthetic and creative personality with a passion for design and a continual desire for learning
- Excellent proofreading and editing skills
- Excellent organizational skills, a high regard for detail and ability to work independently
- Ability to work under pressure and meet stringent schedules and thrive under deadlines
- Interpersonal skills using tact, patience, courtesy, and respect
- Ability to pass criminal background check
- Possess a valid California driver's license and maintain a clean driving record

Position Interactions: The Communications & Visual Design Associate reports to the Director of Communications and Marketing and frequently interfaces with C-suite Executive Staff, Development Staff, and Student Support Services Staff in the creation and execution of supportive marketing and public relations efforts.

Compensation: \$24-26 hourly, based upon demonstrated experience and qualifications, plus full company benefits.

To Apply: Send a copy of your cover letter, resume, and digital portfolio to: HR@TheWoodenFloor.org, Subject: COMMUNICATIONS AND VISUAL DESIGN ASSOCIATE

American With Disabilities Act Assessment: Below are general guidelines on the position's physical, mental, and environmental working conditions.

- Bend: Occasionally
- Squat: Occasionally
- Crawl: Rarely
- Climb: Rarely
- Kneel: Rarely
- Handle Objects: Frequently
- Push/Pull: Frequently
- Reach Above Shoulder Level: Occasionally
- Sit: Frequently
- Stand: Occasionally
- Walk: Frequently
- Use Fine Finger Movements: Frequently
- Carry/Lift Loads up to 25 Pounds: Occasionally
- Carry/Lift loads between 25-50 lbs: Occasionally

Carry/Lift Loads over 50 Pounds: Occasionally
Read/Comprehend: Frequently
Write: Frequently
Perform Calculations: Occasionally
Communicate Orally: Frequently
Reason and Analyze: Frequently
Chemical/Biological Agent: Rarely
Construction Activities: Occasionally
Contact with Water/Liquids: Occasionally
Drive Motorized Equipment: Not applicable
Confined Spaces: Rarely
Elevated Work Location: Frequently
Radioactive Materials: Not applicable
Temperature Variations: Occasionally
Gas System: Not applicable