

## Design Specialist

**Mission:** Cultivating environmentally sound, economically viable, community-focused farms and food systems

**Position overview:** We're seeking a Design Specialist to support Pasa's wide array of digital and print design needs. The Design Specialist will help connect Pasa's programs, services, resources, and campaigns to farmers and growers, food system professionals, and food system changemakers through clear, engaging, and accessible visual communication. The Design Specialist will also help continuously evolve Pasa's brand identity to align with organizational values, including a commitment to diversity, equity, inclusion, and justice (DEIJ), and enable staff, board members, members, program participants, and supporters to use Pasa's brand assets as a valuable tool for advancing sustainable and equitable food systems.

This is a primarily remote position with some in-person workdays and 2-3 annual in-person staff retreats. All employees are required to attend our annual Sustainable Agriculture Conference, which takes place each February in Lancaster, PA. Employees must comply with Pasa's remote employee policies.

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### Responsibilities

- Develop and support strategies for maintaining a coherent visual brand identity across diverse programs
- Coordinate and execute a wide variety of print projects, including but not limited to brochures, handouts, reports, case studies, posters, signs, postcards, advertisements, and merchandise
- Coordinate and execute a wide variety of digital design projects, including but not limited to designing graphics for social media, marketing emails, apps, and websites
- Build marketing emails and web pages
- Develop and maintain a suite of branded templates for internal and external use, including but not limited to slides, stationery, signs, member materials, and program participant materials
- Design tabling displays and other experiential projects to engage event and conference attendees
- Provide creative direction and coordination with external agencies or contractors on design projects (such as annual conference brand)
- Coordinate layout production schedules
- Work directly with printers to get project quotes, establish timelines, and coordinate production

- Analyze printing and product development processes for adherence to Pasa values (i.e. sustainable production processes, waste reduction, natural and/or recycled materials, etc.)
- Adhere to design accessibility standards for people with disabilities or visual impairments
- Build and maintain an organized library of brand assets (logos, templates, stationery, etc.)

### **Qualifications**

- Relevant experience in print and digital design demonstrated through work samples or a portfolio
- Excellent project management skills
- Ability to execute design projects according to project goals
- Skilled in guiding design review processes to achieve goal-oriented feedback
- Experience coordinating design projects with printers, web developers, and/or other external professional services providers

### **Preferred qualifications**

- Experience maintaining a coherent brand across a variety of program areas
- Experience in creative direction
- Knowledge of accessible design standards
- Working proficiency in Spanish

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**Compensation:** This is a full-time position that may either be exempt or non-exempt depending on salary. Annual salary will be based on experience and is negotiable within a range of \$40,000 to \$50,000. Depending on other qualifications, bilingual applicants may be eligible for a range up to \$52,500. Benefits include health, vision, and dental insurance; 401K retirement match; flexible scheduling; twelve paid holidays; and a generous leave policy. A work computer is provided, and work-related travel expenses are reimbursed

**How to apply:** We are committed to advancing diversity, equity, inclusion, and justice through our hiring practices. This entails reviewing application materials anonymously (without the applicant's name exposed) to help prevent potential unconscious bias. Please remove your name and email address from your cover letter and resume. Please adhere to the following protocol when submitting your application materials:

- **Step 1:** [Complete this short questionnaire](#). All applicants are required to complete this anonymous questionnaire to (1) help us know whether this job opportunity has been accessed by a diverse pool of candidates and (2) to receive an applicant ID number to continue the application process. Your anonymous survey

responses are not connected to your application materials and will not affect hiring decisions.

- **Step 2: Record your applicant ID number.** After completing the above questionnaire, you will receive an applicant ID number. This number is unique to you and your application.
- **Step 3: Share your portfolio or work samples.** Please *either* include a link to your website portfolio/work samples on your cover letter *or* you may attach the portfolio/work samples as an “additional file” (see step 6 below).
- **Step 4: Name your resume as “[Applicant ID] Resume” (e.g. 123456 Resume).** Please do not include any part of your name in the file name (e.g. don’t use “Doe 12345 Resume”).
- **Step 5: Name your cover letter as “[Applicant ID] Cover Letter” (e.g. 12345 Cover Letter).** Please do not include any part of your name in the file name (e.g. don’t use “Doe 12345 Cover Letter”).
- **Step 6: If attaching a website portfolio/work samples as a separate file, please name them as “[Applicant ID] Portfolio” (e.g. 12345 Portfolio).** Please do not include any part of your name in the file name (e.g. don’t use “Doe 12345 Portfolio”). We recognize that portfolios often contain names or company names on the designed materials. You do *not* have to remove your name from all of the *contents* of the portfolio, but you should remove your name from the document titles.
- **Step 7: Upload your resume, cover letter, and (is applicable) work samples.** Upload instructions will appear upon completing the questionnaire above. You will also be emailed an upload link.

**Reminder:** Application materials should *not* contain your name or email address.

Initial interviews will be conducted remotely via Zoom beginning immediately. The anticipated start date for this position is late January to mid-February. Applications will be accepted on a rolling basis until the position is filled.

If you have any questions, please contact [jobs@pasafarming.org](mailto:jobs@pasafarming.org).

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## Employee value statement

**We are passionate about effectively advancing our mission.** We value employees who:

- share our passion and can clearly communicate the value of our work to diverse audiences;
- are committed to advancing diversity, equity, inclusion, and justice;
- anticipate and address roadblocks or other challenges;
- stay current on trends in the field;
- embrace and accommodate change;
- contribute diverse viewpoints and experiences; and
- continuously advance their knowledge and skills through professional development.

**We strive to create a work culture that promotes both independence and collaboration.**

We value employees who:

- are committed to fostering a connected, respectful, and responsive work environment, whether work is being conducted remotely or in person;
- exemplify honesty and integrity;
- possess excellent interpersonal skills;
- exercise good judgment and take initiative when needed;
- celebrate each other's growth and accomplishments; and
- recognize their own strengths and also when to seek more information or guidance.

**We take pride in the quality of our work.** We value employees who:

- consider the big picture while paying close attention to accuracy and detail;
- can clearly and thoughtfully communicate in person and in writing;
- are highly organized; and
- seeks to find better ways to do things.

**We believe balance makes us more effective.** We value employees who:

- prioritize their personal wellbeing;
- take breaks and time off to re-energize and ground themselves; and
- communicate when they need support.

**We are an equal opportunity employer** and encourage people of color; Indigenous people, LGBTQ+ people; veterans; people with disabilities; people who have been formerly incarcerated; and others who are underrepresented within the environmental nonprofit sector to apply.

**COVID-19 staff policy:** As of October 24, 2022, Pasa staff are not required to be vaccinated as a condition of employment. However all staff must privately disclose their vaccination status to Human Resources upon hire. All staff, regardless of vaccination status, are required to conduct COVID-19 rapid tests before and after attending any indoor event or meeting