



## Graphic Designer/Art Director

### About Our Mission

In 2002, Pat Tillman proudly put his NFL career with the Arizona Cardinals on hold to serve his country. Family and friends established the Pat Tillman Foundation following Pat's death in April 2004 while serving with the 75th Ranger Regiment in Afghanistan. Created to honor Pat's legacy of leadership and service, the Pat Tillman Foundation invests in military veterans and their spouses through academic scholarships—building a diverse community of leaders committed to service to others.

Founded in 2008, the Tillman Scholars program supports our nation's active-duty service members, veterans and military spouses by investing in their higher education. The scholarship program covers direct study-related expenses, including tuition and fees, books and living expenses, for scholars who are pursuing undergraduate, graduate or post-graduate degrees as a full-time student at a public or private, U.S.-based accredited institution. The selection process for the Tillman Scholars program is highly competitive with up to 60 Tillman Scholars chosen annually. To date, the Pat Tillman Foundation has invested nearly \$14 million in academic support and named over 460 Tillman Scholars at over 100 academic institutions nationwide. For more information on the Pat Tillman Foundation and the impact of the Tillman Scholars, visit [www.PatTillmanFoundation.org](http://www.PatTillmanFoundation.org).

<b>JOB TITLE</b>	<b>DEPT/FUNCTION</b>	<b>LOCATION</b>	<b>REPORTS TO NAME/TITLE</b>
<i>Graphic Designer/Art Director</i>	<i>Manager</i>	<i>Chicago, IL</i>	<i>Michelle McCarthy, Director of Brand &amp; Communications</i>
<b>FLSA STATUS</b>	<b>SALARY GRADE</b>	<b>DATE PREPARED</b>	<b>PREPARED BY</b>
<i>Exempt</i>		<i>11-09-16</i>	<i>Michelle McCarthy, Director of Brand &amp; Communications</i>

### About the Position

The Pat Tillman Foundation is currently seeking a highly motivated, team-oriented *Graphic Designer/Art Director* to play an integral role in shaping the creative vision of the foundation. S/he will concept, design and manage on a daily basis all aspects of the foundation's brand and marketing collateral. S/he will be an integral member of a small Brand & Communications team responsible for a multi-channel marketing strategy that increases Pat Tillman Foundation's brand awareness, drives supporter engagement and investment, and positions the Tillman Scholars as leaders for our country and communities. S/he will be responsible for designing a variety of media that supports the foundation's key campaigns and projects throughout the year, including one of the largest races in the country [Pat's Run](#), the [Pat Tillman Leadership Summit](#) and the [Tillman Scholars](#) program among other initiatives. The ideal candidate is an original thinker and natural project leader with a strong creative point of view, an eye for edgy, forward-thinking design, and a passion for storytelling. Attention to detail, combined with expertise with design-related applications is essential. This position reports to the Director of Brand and Communications and is based in our Chicago office.

## **Responsibilities**

- Ability to take close strategic direction from the Director of Brand & Communications
- Concept and design creative product(s) that meet or exceed strategic objectives for the foundation's key campaigns and/or programs, including Pat's Run, the Pat Tillman Leadership Summit, the Tillman Scholars program and other initiatives. Such products include:
  - Brand kits and presentations; digital and print collateral; social media advertising and graphics; website and interactive page layouts; video storyboards and graphics; photo retouching and enhancements; merchandise and apparel; illustrations; other event collateral, etc.
- Manage multiple projects and deadlines while keeping projects on time, tracked, within budget and with approval from the Director of Brand & Communications
- Maintain consistent brand representation across all forms of creative and communication
- Lead photo and video shoots, and oversee or guide photography editing
- Conform artwork and optimize to a multitude of sizes and platforms, for print, digital/web and video
- Provide brand identity materials and training for departments within the organization or to foundation partners and sponsors as needed
- Work with print vendors or procurement to prepare and preflight documents to meet their respective press specifications
- Provide quality assurance on creative deliverables while following asset management structure, file naming and project tracking
- Educate, mentor and share design skills across the Brand & Communications team

## **Qualifications**

The *Graphic Designer/Art Director* will be Chicago-based and reports to the Director of Brand & Communications.

- Bachelor's Degree in graphic design, advertising, marketing or related field
- Minimum 3-5 years as a studio designer or art director in a professional services organization or agency setting
- Strong design portfolio (must provide digital, interactive and print samples) that shows the breadth of your experience, recent career highlights, design expertise and strategic thinking
- Proven aptitude for quick creative thinking, attention to detail and the ability to prioritize and execute multiple projects under demanding deadlines are essential
- Keen eye for typography, color, layout, and pixel-perfect design
- Expertise with Adobe Creative Cloud Suite: InDesign, Photoshop, Illustrator, Dreamweaver
- Preferred: Proficiency with video editing software (Adobe Premier, After Effects)
- Preferred: Proficiency with HTML5, CSS and Flash as well as responsive website design and functionality experience
- Solid understanding of brand development and multichannel marketing concepts
- Campaign concept and development experience with ability to execute diverse design styles. You can deliver 2-3 different concepts for a project in a pinch without breaking (much of) a sweat!
- Strong understanding of interactive best practices to create positive and effective user experiences-- including visual design, usability, and information architecture and technology standards--to all initiatives
- Ability to thrive in a small organization with high-performing marketing goals
- Proficient knowledge of Microsoft Office Products (Word, Excel and PowerPoint)
- Comfortable working in a Mac and PC environment
- Requires travel and some weekend and evening work
- Humble and good-natured with a sense of humor!

## **Desired Skills & Competencies**

- Industry experience with sports and/or military marketing preferred

- Understanding of the military community and/or education space ideal
- Excellent organizational skills and ability to manage multiple projects
- Excellent interpersonal, oral and written communications skills
- A professional style and the ability to take initiative; motivated to seek out learning opportunities and advance knowledge
- Ability to work as part of team or independently and deliver high-quality work
- Inspires others to think differently and how they can be applied to solutions for the foundation
- Honest, respect for all, a drive for results with integrity

### **Physical Requirements**

- Requires travel, which may require walking distances, lifting, and carrying luggage and boxes and prolonged periods of sitting in tight quarters and standing
- Significant computer work, which may require repetitive motion, prolonged periods of sitting and sustained visual and mental applications and demands
- Occasional lifting (> 15 lbs), bending, pulling, collating/filing, and occasional lifting, carrying, and/or moving boxes, files, etc., some of which could be heavy or require the use of carts

**To apply, please submit your resume, cover letter and design portfolio with the following information to [jobs@pattillmanfoundation.org](mailto:jobs@pattillmanfoundation.org):**

- Include job title in the email subject field
- A brief summary of relevant work experience
- Links to design portfolio with digital, interactive and print samples
- Why you are interested in this position
- Tell us a few fun facts about you
- List salary history/requirements

*The Pat Tillman Foundation is an Equal Opportunity Employer. This contract description is intended to convey information essential to understand the scope of the position. It is not intended to be an exhaustive list of skills, efforts, duties or responsibilities associated with the positions.*

*The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*