



Job Description: Graphic Designer

The Center for Planning Excellence (CPEX) is a unique non-profit planning organization that provides planning and policy services, drives cross-agency and collaborative statewide planning initiatives and guides urban, rural, and regional planning implementation in Louisiana. We provide best-practice planning models, innovative policy ideas, and technical assistance to individual communities that wish to create and enact a broad spectrum of plans, including master plans and those dealing with transportation and infrastructure needs, environmental issues, and healthy community design. CPEX brings together community members and leaders from across the state and provides guidance as they work toward a shared vision for future smart growth and sustainable development. CPEX continues to be on the cutting edge of climate, resilience, and healthy community design in Louisiana.

ABOUT THE ROLE

CPEX seeks a **Graphic Designer** to work with our team of landscape architects, community planners, environmental scientists, and policy and communication experts. The ideal candidate will be comfortable working in a collaborative, dynamic, and fast-paced environment and seeking to build their design portfolio.

PRIMARY RESPONSIBILITIES

- Develop and design content-driven graphics and layout for reports, brochures, flyers, social media graphics, workshops, marketing material, events, infographics, and digital content.
- Manage design print and digital files
- Manage printing process, including file prep, proofing, and press checks
- Quality check final printed products for color, dimensions, and quality integrity
- Color proof and edit photography
- Manage photo assets, including naming, numbering, etc.
- Support Communications Manager in production of digital marketing assets including video production, social media images and website
- Assist in maintenance and monitoring of implementation of organization's brand and guidelines for design standards across programs and portfolios
- Work independently as well as cooperatively with the team to meet deadlines on a wide range of projects
- Collaborate, brainstorm, and strategize with multiple teams on a wide range of materials that may include logos, brand systems, conference graphics and presentations, campaigns, and a range of other digital and print materials
- Participate in project meetings and provide creative input
- Occasional participation in events and other project related activities outside of normal office hours

SKILLS AND QUALIFICATIONS

The following skills and qualifications designate our ideal candidate. We encourage potential candidates to apply even if they do not meet all the criteria below.

- Bachelor's degree in graphic or digital design preferred
- Strong graphic design, layout and analytical skills



- Creative and innovative with a willingness to push established design boundaries
- Ability to work as part of a team of diverse professionals, including landscape architects, communication and policy experts, environmental scientists, community planners, and executives.
- Up-to-date with industry-leading software and technology, i.e. Adobe Creative Suite, Mail Chimp, basic HTML, MS Office including PowerPoint, Google Suite, etc
- Strong organizational and time-management skills with solid attention to detail
- Ability to thrive in a fast-paced environment and prioritize and manage multiple responsibilities and tasks, sometimes with competing deadlines.
- Focus on delivering results and meeting deadlines
- Experience and understanding of community planning, policy, and public engagement a plus

ADDITIONAL DETAILS

Location: CPEX's office is located in downtown Baton Rouge and offers a flexible, dynamic work environment. After an initial fully-in-office period, CPEX employees may work some days remotely as the role allows. As a CPEX employee, the successful candidate will occasionally be expected to participate in CPEX meetings and events, occasionally on evenings and weekends with advance notice.

Compensation and Benefits: This is a full-time, salaried position with a competitive benefits package. Salary is anticipated to start at \$45,000 and will be commensurate with the successful candidate's level of experience.

Application Requirements: Applicants must submit a resume, cover letter and portfolio of work which should include at least 3 examples of original work, including both digital and print work, to Jeannette Dubinin at jdubinin@cpex.org with the subject line "Graphic Designer Application." Applicants must be authorized to work in the U.S.

Applications will be accepted until April 30th. Qualified candidates will be invited for an interview in the first week of May 2024 and references will be requested for the successful applicant(s).

Diversity, Equity, and Inclusion at CPEX: CPEX is committed to advancing diversity, equity, and inclusion and we aspire to do so intentionally, in every aspect of our work. We recognize that sustainable prosperity and community resilience cannot be realized in the absence of equity and inclusion for all Louisiana residents, and we strive to lift up all voices in our efforts to ensure that all Louisianans are included in the decisions that impact their communities, region, and state. CPEX is committed to integrating DEI into the fabric of our organization and our work, from our internal culture to how we partner with communities to how we use our resources, and we are continually seeking ways to expand our impact and improve our performance on these measures. A successful candidate will be equally committed to these goals and values.