



JOB DESCRIPTION

Title: Communications Production Designer

Reports to: Director of Communications

Terms: Full-time / Exempt / Eligible for Benefits

Location: VCE office at 20 Palmer Court in White River Junction, VT

Organizational Profile

The [Vermont Center for Ecostudies](http://www.vermontcenterforecology.org) (VCE) advances biodiversity conservation in the northeastern US and internationally through scientific research and community engagement. Our work involves researching and monitoring biodiversity in a variety of ecosystems and delivering results to inform management and policy decisions. We engage thousands of volunteers in a wide range of projects through data collection and monitoring.

At VCE, we believe that kindness and collaboration are integral to effective conservation science. Our staff is committed to creating a workplace culture that respects and celebrates diversity and values the wellbeing of all employees. We accomplish this by fostering inclusivity and offering flexibility within the workday to encourage a healthy work-life balance.

Position Summary

The Communications Production Designer leads design and production of VCE's day-to-day collateral and major print publications—*Field Notes*, *Loon Caller*, and the Annual Report—while also producing our monthly email newsletter and supporting website and social media content. They work closely with the director of communications, VCE scientists, and the development team to turn conservation science into engaging visual stories, and help ensure events, campaigns, volunteer recruitment, and educational communications run smoothly from concept through to post-event follow-up. Key qualifications include strong design skills, ability to think creatively about reaching our goals, comfort managing multiple concurrent projects, outstanding attention to detail in images and text, and enthusiasm for VCE's mission and community. Photography skills are not required but are a welcomed plus.

Key Responsibilities

- Collaborate in development of mission-related story ideas and fundraising campaigns.
- Further refine VCE's brand identity in print and digital media.
- Design day-to-day collateral for the organization and scientist-specific projects, including social media posts, donor communications, handouts, merchandise, invitations, interpretive signs, brochures, and templates for colleagues to use
- Design or help manage the design process for VCE's major print publications: *Field Notes*, *Loon Caller*, and the Annual Report
- Produce VCE's monthly and project-specific email newsletters

- Maintain the website (front-end only, no coding required): source photos, quality-check formatting, and build landing pages for seasonal projects and campaigns
- Design social media content for Instagram and Facebook, and help generate content ideas in collaboration with the science and development teams
- Support events marketing through multiple channels
- Attend and assist with hosting occasional VCE events outside of normal business hours
- Source and take photographs for blog posts, print publications, social media, and events
- Maintain organized photo library
- Participate in committees and VCE culture-building throughout the year, such as running activities at staff meetings and retreats

Qualifications

- Bachelor's degree or equivalent work experience in communications, graphic design, natural sciences, or a related field
- Background in graphic design, visual communications, and production
- Four to six years of experience of in-house graphic design or communications preferred
- Demonstrated facility in tools such as Adobe InDesign, Lightroom and Photoshop, Figma, and Canva
- A strong portfolio of both digital and print products
- Passion for communicating science in a manner that is accessible to the general public
- Sufficient experience with science and technology to allow for quick study of VCE subjects
- Demonstrable skill in range of graphic design and illustration styles
- Exceptional attention to visual and factual details
- Ability to set priorities, organize, and multitask
- Ability to write with flair and clarity in a voice compatible with VCE's style or enthusiasm for building writing skills
- Experience managing social media, creating engaging content, and building followers
- Experience tracking metrics for social media and web performance or willingness to learn
- Able to work productively and positively, both independently and as part of a team
- Desire to be part of a cohesive, genial work environment that values collegiality and humor
- Experience in photography, video, and audio a plus

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