



## Communications Manager: Web & Design

Illuminate Colorado is a statewide 501(c)(3) organization working to strengthen families, organizations and communities to prevent child maltreatment. With a research-based approach that emphasizes building promotive and protective factors, we address systemic and multi-sector issues by collaborating with families and partners at the community, state and national level to develop and implement powerful programs, policies and initiatives that build brighter childhoods in Colorado.

Our organization is working to build an inclusive and diverse team of passionate experts who value each other's differing lived experiences and backgrounds. All of our work is grounded in the foundations of equity and inclusion, family and community driven, holistic, and multigenerational approaches – and guided by our core values of empathy, innovation, growth, and integrity. Learn more at <https://www.illuminatecolorado.org/about/>.

**Role:** Reporting to the Director of Communications, the Communications Manager: Web & Design position is responsible for managing Illuminate Colorado's websites, focusing on creating visually appealing and user-friendly web experiences that align with Illuminate's mission and goals. Additionally, this position will work on various graphic design projects, both digital and print, to support Illuminate's initiatives and outreach efforts.

### **Specific Duties Include:**

#### Website Management

- Oversee all aspects of Illuminate's primary website and various microsites, including content updates, design enhancements, and technical maintenance.
- Manage and update website content regularly, ensuring accuracy, relevance, and timeliness.
- Conduct regular website maintenance, including updates, backups, and performance checks, to ensure continuous smooth operation.

#### Front-End Web Design

- Design and develop visually compelling and responsive web content, ensuring a seamless user experience across different devices and browsers.

- Implement best practices in web design to enhance website performance, accessibility, and user engagement.
- Work closely with other members of the communications team to present information in an engaging and easy-to-understand manner.
- Conduct research and gather insights into user behavior and preferences to inform the design process and improve the overall user experience on Illuminate's websites.
- Optimize website content and structure for search engines (SEO) to improve organic visibility and traffic.
- Keep up-to-date with the latest trends, technologies, and best practices in web design and digital marketing, and proactively suggest innovative ideas for Illuminate's online presence.

### Graphic Design for Digital and Print Projects

- Create both digital and print materials, including one pagers, brochures, infographics, and event materials, etc.
- Adhere to the organization's brand guidelines to maintain a consistent visual identity across all design projects.

Other duties as assigned.

### **Experience, Skills, & Qualifications:**

- 3-5 years of proven experience with web and graphic design work, with a portfolio showcasing web design projects and a diverse range of graphic design work.
- Solid understanding of user-centered design principles and UX/UI best practices.
- Familiarity with content management systems (preferably WordPress) and website analytics tools (preferably Google Analytics).
- Proficiency in managing and configuring plugins within content management systems to extend website capabilities and meet specific project requirements.
- Strong skills in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other graphic design tools.
- Creative thinking and strong problem-solving skills to overcome design challenges.
- Excellent communication and teamwork abilities to collaborate effectively with diverse teams.
- Passion for Illuminate's mission and a desire to contribute to positive social change through design.

- Desirable bonus skills, but not required:
  - Proficiency in HTML, CSS, JavaScript, and other relevant web development technologies.
  - Knowledge of website domain registration, management, and DNS settings.
  - Experience with integrating third-party APIs to enhance website functionality and streamline data exchange.
  - Experience managing print design projects.
  - Spanish language proficiency.

### **Compensation & Schedule:**

Full-time, salaried, exempt position eligible for benefits. Starting salary is negotiable and commensurate with skills and experience in the range of \$50,000 - \$60,000.

Illuminate Colorado offers health and dental benefits as well as participation in a 401K and Life Insurance benefits. In addition, Illuminate Colorado has an unlimited paid time off policy and offers both flexible scheduling and remote work. Residency in Colorado, or anticipated relocation to Colorado in the near future (at your own expense), is a condition of employment with Illuminate.

### **To Apply:**

Please submit a cover letter, resume with portfolio or link to portfolio, and three references via email with “Communications Manager: Web & Design” in the subject line to [hire@illuminatecolorado.org](mailto:hire@illuminatecolorado.org).

### **Application Deadline:**

September 8, 2023 at 5pm

*We are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway.*