

## Position Description

**Title:** Graphic Design Strategist

**Division:** Media and Communications

**Reports to:** Media and Creative Content Manager

**Travel:** Travels in-state and out-of-state as required

**Status:** Salaried, Exempt

**Standard Work Hours:** M – F, 9:00 AM – 5:30 PM

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### JOB SUMMARY:

The Graphic Design Strategist provides creative and innovative graphic design services and work products to CNHA that advance the branding, marketing and communication goals and priorities of the organization, as set by CNHA leadership. Reporting to the Media and Creative Content Manager, the Graphic Design Strategist will work closely with the Media and Communications team to develop, produce and deliver products and campaigns that effectively communicate organizational messaging using CNHA's distinctive and authentic Native Hawaiian cultural brand to its target audience, which is predominantly the Native Hawaiian and local community.

The Graphic Design Specialist will be responsible for creating high-quality visual materials, including marketing collateral, event promotions, and content for print, television, web and social media platforms. The Graphic Design Strategist will attend in-person, off-site events and assist with the coordination and delivery of graphic design services as well as other services as needed to CNHA, its members, programs and other events, including the Annual Native Hawaiian Convention (ANHC) and other conventions.

### DUTIES and RESPONSIBILITIES:

Duties and responsibilities include, but are not limited to, the following:

- Develop and deliver creative and innovative graphic design services and work product that supports CNHA's programs, activities, and goals, as set by the Chief Executive Officer, Executive Team, Senior Director of Advocacy and Communications, and Media and Creative Content Manager.
- Research CNHA target audience's graphic design preferences and track current graphic design trends in the Native Hawaiian community, Hawai'i, America, Polynesia, indigenous communities, and the world.
- Assist the Media and Communications team with auxiliary support for videography, photography, editing, social media content development, marketing, website and social media platform management, as necessary to timely and effectively deliver organizational communication work product and campaigns.
- Attend community and cultural meetings and events to better understand the lifestyle, culture, history and needs of the Native Hawaiian community.
- Monitor, review and understand the programs and services of CNHA.
- Contributes to fulfilling requirements and deliverables of grants awarded to CNHA.
- Collaborates with colleagues on projects, reports and proposals.
- Regular attendance daily is required for this position.
- Participates and performs duties as assigned for CNHA's Annual Native Hawaiian Convention and other conventions, including helping to coordinate and deliver the media, communications, creative content, and other components of the convention.
- Assist in planning, executing and closing out CNHA events.
- Complete other projects and tasks as assigned.

### PERFORMANCE EXPECTATIONS:

- Demonstrates a strong work ethic, high degree of professionalism, and positive attitude and approach to complex challenges.
- Utilizes excellent verbal and written communication and people skills with organization leadership, co-workers, clients, community members, government officials and the public.



- Functions in a self-directed, high initiative and motivated manner that results in successful administration and collaboration.
- Due to the time-sensitive nature of this position, schedule flexibility is needed.
- Must be able to thrive in a fast paced, constantly changing environment.
- Applies research, experience, communication, strategy and learning that results in problem-solving and maximum quality and utilization of the organization's resources. Consistently provides solutions to problems, issues and obstacles to achieve the organization's goals.
- A collaborative attitude and willingness to be flexible and accommodating in this fast-paced environment
- Strong communication and project management skills with a strength in managing multiple deadlines
- Strong work ethic, desire to learn and grow
- Ambitious, outgoing, self-driven in a team environment

**REQUIRED EDUCATION AND EXPERIENCE:**

- Bachelor's degree in Graphic Design, Communications, Visual Art, Creative Media or equivalent professional experience.
- 2 additional years of professional experience in graphic design work
- Proficient in Canva, Adobe Creative Cloud Programs (including Photoshop and InDesign)
- Experience with developing assets for both print and digital application
- Experience working with the Native Hawaiian community, including active participation in cultural practices or Hawaiian civic, social or cultural organizations.

**SKILLS REQUIRED:**

- Proficient written and verbal communication skills.
- Highly organized and detail-oriented, flexible, and collaborative with an ability to prioritize and manage multiple tasks simultaneously.
- Personal qualities of integrity, credibility, and a commitment to CNHA's mission, purposes, and objectives.
- Excellent eye for color and design
- Strong conceptualization, sketching, and ideation skills
- Understanding of materials, printing techniques

*I acknowledge that I have read and understand the above job description in its entirety and am capable of performing all of the stated requirements.*

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Employee Signature

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Date