



### **Digital and Design Associate**

The National Immigration Forum (the Forum) advocates for the value of immigrants and immigration to the nation.

Founded in 1982, the Forum plays a leading role in the national debate about immigration, knitting together innovative alliances across diverse faith, law enforcement, veterans and business constituencies in communities across the country. Coming together under the Forum's leadership, these alliances develop and execute legislative and administrative policy positions and advocacy strategies.

Leveraging our policy, advocacy and communications expertise, the Forum works for comprehensive immigration sound border security policies, balanced enforcement of immigration laws and ensuring that new Americans have the opportunities, skills, and status to reach their full potential.

Visit our website at <http://www.immigrationforum.org> for detailed information about the Forum.

Reports to: **Director of Communications**

The National Immigration Forum (the Forum) seeks a self-starting Digital and Design Associate to work on our Communications team. The Digital and Design Associate will enhance the Forum's brand, image, and success using design and through the management of digital services and channels, web analytics, systems optimization, web governance, content development and campaigns, online messaging and staff support.

#### **Responsibilities:**

- Design and produce creative and easily shareable digital content (including e-appeals, social media content, blog posts, and website copy), translating technical policy plans and research into engaging content.
- Design and format reports, documents and print materials for individual departments/campaigns/events.
- Edit photos and videos using editing software.
- Manage and monitor the Forum's existing social media accounts, and explore new avenues for communications via social media.
- Maintain Forum online properties relevant and up-to-date by creating and modifying web pages.

- Upload press releases, updates, alerts, and reports to the website and CRM.
- Manage interaction with digital and design consultants, which includes assigning and supervising miscellaneous design and technical work to contractors.
- Maintain an image library and set up systems for managing and use of images, photography, video footage, and logos for promotional materials.
- Work with different teams to maintain digital collateral, including designed graphics.
- Train and assist staff in dealing with CMS (WordPress) and CRM (Salesforce) systems.
- Keep-up-to date on digital media and web industry standards and trends.
- Provide general support and make recommendation to Forum teams, when needed, on multimedia presentations, filming, editing, design, digital engagement and outreach.

**Education:** Undergraduate degree or equivalent required.

**Required Experience and Qualifications:**

- Three to five years of experience working in digital communications and marketing.
- Proficiency in Adobe design suite (InDesign, Photoshop). Graphic design concepts
- Photography and video production and editing experience.
- Self-motivated, strong planner and excellent time-management skills.
- Must be a visual and creative thinker with the ability to understand how digital tools can optimize our research and messaging.
- Strong understanding of social media platforms, including content requirements, analytics, and advertising.
- Experience with WordPress or other CMS.
- Experience with Salesforce or similar CRM.
- Familiarity with Google Analytics or other web analytics tools.
- Basic knowledge of HTML

**Preferred Experience and Qualifications**

Preference will be given to candidates with one or more of the following qualifications:

- Experience with digital strategy and tactics
- Fluency in a language other than English.
- Experience in immigration.

The National Immigration Forum offers a very competitive salary and benefits package, including health and dental insurance and a retirement plan. The Forum is an equal opportunity employer and women, people of color and ethnic minorities are strongly encouraged to apply.

Candidates are encouraged to apply on or before January 8, 2016; however, the position will remain open until filled.

Please send cover letter, resume, salary requirements and samples of your design work to: [resume@immigrationforum.org](mailto:resume@immigrationforum.org) and include “Digital and Design Associate” in the subject line. **Applications submitted without the required information will not be considered.**