Visual Design Manager

Position Title: Visual Design Manager  
Reports To: Senior Vice President for Communications  
Department: External Affairs/Communications  
Location: New York City, Midtown Manhattan

The Open Space Institute, with a staff of 60, (OSI) protects scenic, natural and historic landscapes to ensure public enjoyment, conserve habitats, and strengthen communities. OSI achieves its goals through land acquisition, conservation easements, loan and grant programs, creative partnerships, and analytical research.

POSITION SUMMARY

Design and publish compelling organization-wide visual communications and marketing materials for internal and external audiences, including publications, donor outreach, and news media, through print and web-based materials; and social media platforms. Manage production of printed materials, including reports, fundraising documents, and signage.

CREATIVE DIRECTION

Responsible for the design and production of online and web-based communications, from planning stages through final product; manage content and visuals to publish annual report and OSI print newsletter, On the Ground; coordinate with writers, copy editors, photographers, and designers; manage print vendors; ensure quality and consistency of messaging, brand graphics, and editorial standards; develop infographics. Develop department calendars for deadlines and manage budget and contracts; oversee vendors. Maintain organization-wide brand standards.

WEBSITE

Help manage content for [www.openspaceinstitute.org](http://www.openspaceinstitute.org) using various web platforms; produce monthly e-newsletter: develop and design content to promote OSI’s work.

ONLINE E-NEWSLETTERS, SPECIAL FOCUS E-NEWSLETTERS, AND ONLINE PROGRAM PROJECTS

Conceptualize visual content for both monthly e-newsletters and quarterly thematic e-newsletters. Manage and produce organization’s year-end summaries as part of multi-faceted development fundraising campaign. List maintenance: work with program staff to update e-mail list. Coordinate with offline mailing lists; maintain targeted e-mails for more than 50 specialized groups.

PHOTOGRAPHY

Manage OSI’s visual library. Maintain photography assets; manage arrangements for staff to contract with photographers; maintain organized photo resource library.
EVENTS

Design and production for event collateral, such as the annual luncheon invitations, program, and collateral print materials; coordinate online ticketing and publicity though the website; Promote and produce collateral for other events such as place-based fundraising and cultivation events.

REQUIRED SKILLS/CORE COMPETENCIES

- Strong computer skills, including a mastery of Microsoft Word, Excel and PowerPoint
- Mastery of Adobe Photoshop, InDesign, Illustrator
- Website Management: Competent in CRM Website platforms such as Craft, Blackbaud Luminate
- Familiarity with basic HTML (formatting for web design)
- Project Management: ability to prioritizing projects and work to reasonable deadlines and plan accordingly
- Experience overseeing the production of print materials
- Ability to work cordially and professionally with staff at all levels
- Well-organized self-starter who can work independently & as part of a team, is detail oriented, & flexible
- Cartography experience is a plus

QUALIFICATIONS

- Undergraduate degree is required, preferably in related field such as Graphic Design or Communications
- Minimum of 5 years of graphic design management
- Experience with online communications, social media, and campaigns are highly desirable

PHYSICAL REQUIREMENTS

Frequently sits for long periods of time
Frequently speaks, reads, writes, and uses a computer keyboard
May require occasional standing, walking, lifting, stooping, bending, moving files

This job description is not intended to represent a complete, comprehensive list of all duties and responsibilities that may be required in this position. There may be unplanned activities and other duties as assigned.

OSI is committed to workplace diversity and inclusion. We recognize that our conservation mission is best advanced by the leadership and contributions of people of all genders, diverse backgrounds, beliefs, and cultures. We encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientation, gender identity, military, protected veteran status, and any other status protected by law.

ADDITIONAL INFORMATION

Annualized salary range $75-85K, commensurate with experience, with generous benefits package. This is a full-time position. For information, visit https://www.openspaceinstitute.org/careers

To apply, please email cover letter, resume, relevant portfolio, salary expectations, and where you saw this posting, preferably as a single PDF, to resumes@osiny.org, with “Visual Design Manager” as the subject. Applications will be reviewed on a rolling basis through April 14, 2020. No phone calls please.