

## Graphic Designer

Friends of the Israel Defense Forces (FIDF) was established in 1981 by a group of Holocaust survivors to provide for the wellbeing of the men and women who serve in the Israel Defense Forces (IDF) as well as the families of fallen soldiers. The Israeli Government is responsible for training the IDF and providing them with the necessary tools for their service. FIDF is committed to providing these soldiers with love, support, and care to ease the burden they carry on behalf of the Jewish community worldwide. FIDF is a vibrant and dynamic organization that connects Jews and non-Jews to the State of Israel through the support of the Israeli Soldiers.

The Graphic Designer is an integral part of the organization's Marketing Team, reporting to the Creative Director. The position helps to maintain the organization's visual brand identity, responsible for executing graphic design work related to events, fundraising initiatives, digital campaigns, collateral and donor stewardship and gratitude materials, and more. The ideal candidate will possess unbridled creativity, energy and enthusiasm for our cause.

### **Educational Requirements:**

- Bachelor's degree or equivalent combination of graphic design and art education. BFA strongly preferred.

### **Skills and/or Experience Required:**

- A minimum of 3 years of proven experience in and knowledge of print and digital design
- Expertise in InDesign and Adobe Creative Suite, with a working knowledge of Adobe After Effects and Premiere
- Proficiency in photoshop
- Impeccable attention to detail and organization skills
- Responsive communication and interpersonal skills
- Flexibility to respond to feedback
- Ability to work independently as well as collaboratively with a variety of departments
- Excellent time management skills; ability to work in a high-pressure environment with competing deadlines and demands from cross-departmental stakeholders; ability to work on tight deadlines as well as long-lead projects
- Highly self-motivated
- Video editing a plus
- Animation skills a plus
- Familiarity with Israel and/or the IDF is a plus

**Essential job duties:**

- Develop concepts and execute designs that effectively communicate programs and initiatives and inspire action, while always supporting and strengthening the organization's brand
- Collaborate with and support FIDF's Marketing Managers on high-level design projects intended for top donors and prospective donors, working in conjunction with other departments and regional offices.
- Deliver innovative, thoughtful, creative, and sophisticated layouts and designs for both print and digital that represents the organization's brand
- Design various pieces of collateral, including but not limited to brochures, reports, recognition plaques, gifts, video screens, photo albums, and other creative pieces, in collaboration with the National Creative Director
- Occasionally touch up photos
- A comfort level creating infographics, charts, and other visual ways to present information
- Update work upon request
- Thoroughly grasp and execute the organization's brand style
- Stay on the pulse of design trends; regularly evolve and innovate FIDF's designs
- Ensure projects are completed with high quality and on schedule
- Collect and organize all design files and content, cataloguing work in a user-friendly manner
- Manage the print and production process with outside vendors staying within budget
- Perform other projects as assigned