Job Opportunity  
Associate Creative Director, Communications  
Washington, D.C.  
September 2017  

The National Office of The ALS Association is recruiting an Associate Creative Director who will report to the Vice President, Communications. The successful candidate will collaborate with the Vice President, Communications, to develop and maintain a clear brand identity to communicate effectively with external stakeholder groups. Additionally, this person will assist with the creation of creative materials for campaigns on varied communication channels, including the website, email, and social media. This position is based in the Washington, D.C. National Office of The ALS Association.

Core duties and responsibilities include the following. Other duties may be assigned.

- Responsible for the conception, design, and execution of high-caliber design solutions for integrated, cross-channel initiatives.
- Create marketing collateral including infographics, email copy, social/digital ads.
- Manage production of Digital and print materials including Research ALS Today, Association print newsletter, annual report.
- Develop brochures, infographics, fact sheets and other collateral materials.
- Ensure consistency of tone/style.
- Manage Brand identity. Create and maintain brand style guide, toolkits, templates and other brand materials.
- Create and manage logos and logo lockups across the organization.
- Maintain a thorough understanding of cutting-edge web design and advertising trends.
- Convey a professional and positive image that reflects favorably on The ALS Association.

EDUCATION AND EXPERIENCE:

- Bachelor’s degree in a related field along with four to six years of professional web/print/digital design experience working in a creative function. Preferably in a nonprofit environment.
- Prefer knowledge and experience working on a Development team, specifically on campaigns and communications geared towards donors, constituents and other internal and external audiences.
- Excellent written and verbal communications skilled required.
- Demonstrated proficiency Photoshop, Illustrator and other creative tools.
- Attention to detail, organization-skills, and ability to adapt and maintain flexibility with work assignments highly desired.
- Understands business implications of decisions; displays orientation to profitability; demonstrates knowledge of market and competition; aligns work with strategic goals.
- Develops strategies to achieve organizational goals; understands organization’s strengths & weaknesses; analyzes market and competition; identifies external threats and opportunities; adapts strategy to changing conditions.
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Qualified and interested candidates please submit your cover letter and resume to: jobs@alsa-national.org

The ALS Association endeavors to make www.alsa.org accessible to any and all users. If you would like to contact us regarding the accessibility of our website or need assistance completing the application process, please call 202.464.8831 or email onlineaccommodations@alsa-national.org. This contact information is for accommodation requests only and cannot be used to inquire about the status of applications.

The ALS Association is an equal opportunity employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. For our EEO Policy Statement, please click here.