



Graphic Design, Marketing & Events Specialist at Girls Inc. of Metropolitan Dallas

Position Overview

The Graphic Design, Marketing and Event Specialist plays a vital role in amplifying Girls Inc.'s mission to inspire all girls to be strong, smart, and bold. This position combines creative design skills, print and digital marketing expertise, and event coordination to support our organization's marketing and engagement initiatives while building awareness of the brand.

Key Deliverables

- Graphic Design - including, but not limited to: programming flyers (English & Spanish), event signage both large-scale print and digital, brochures, booklets, EOY appeal letters, social media graphics, campaign banners, promotional digital advertising, digital presentations, postcards, thank you and holiday cards.
- Printing - coordinating print quotes and communicating with printers to ensure quality deliverables.
- Event Support - for various events including annual benefit, conference, fall fundraising, networking events and more.
- Photography Assistance - for capturing event and program moments for use on print and digital marketing materials.
- Social Media – strategic planning and coordination of all social media graphics, content and engagement on all Girls Inc. Dallas social channels.
- Reporting – social media, web, and event data through the Girls Inc. Dashboard

Essential Responsibilities

Graphic Design (45%)

- Create compelling visual content for social media, newsletters, event materials, and marketing collateral such as program flyers
- Design promotional materials including flyers, brochures, invitations, and presentation decks
- Maintain brand consistency across all materials while bringing fresh, creative approaches
- Manage the organization's digital asset library

- Support the development of annual reports, strategic plans, and impact stories

Social Media Management (35%)

- Create and schedule content across multiple platforms (Instagram, Facebook, LinkedIn, YouTube, X, TikTok)
- Design and implement social media campaigns that align with organizational goals
- Monitor and engage with audience comments and messages
- Track social media metrics and prepare monthly analytics reports
- Create and edit short-form video content
- Support social media influencer partnerships and campaigns

Event Support (20%)

- Assist in the planning and execution of fundraising events, program activities, and community engagements
- Create event-specific marketing materials and social media content
- Coordinate with vendors and partners for event needs
- Provide on-site support during events
- Document events through photography and video
- Assist with post-event reporting and analysis

Qualifications

Required

- Bachelor's degree in Graphic Design, Marketing, Communications, or related field
- 2+ years of experience in graphic design and social media management
- Proficiency in Adobe Creative Suite (especially Photoshop, InDesign, Illustrator)
- Experience with social media management platforms
- Strong project management and organizational skills
- Excellent written and verbal communication abilities
- Ability to work some evenings and weekends for events

Preferred

- Knowledge of photo and video editing software
- Creative Social Media Content Management
- Photography skills
- Experience with email marketing and fundraising platforms

- Experience working in nonprofit sector
- Understanding of youth development and girls' empowerment

Technical Skills

- Adobe Creative Suite
- Canva
- Social media management tools (Hootsuite, Later, or similar)
- Microsoft Office Suite
- Basic HTML/CSS knowledge for WordPress
- Email marketing platforms (Bloomerang, Constant Contact, Mailchimp)

Personal Qualities

- Strong commitment to Girls Inc.'s mission and values
- Creativity and innovative thinking
- Ability to take initiative and keep projects moving forward
- Ability to manage multiple projects while maintaining attention to detail
- Collaborative team player
- Adaptable and flexible in a fast-paced environment
- Strong cultural competency and commitment to DEI principles

Physical Requirements

- Ability to sit for extended periods while working on computer
- Ability to lift and carry up to 25 pounds for event setup
- Valid driver's license and reliable transportation

Work Environment

- Remote/Hybrid work environment
- Full-time, exempt position
- Some evening and weekend work required for events
- Travel between program sites and event locations within Dallas metropolitan area

Benefits

- Competitive salary range: \$42,000-\$45,500 based on experience
- Comprehensive health, dental, and vision insurance
- 403(b) retirement plan with employer match

- Paid time off and holidays
- Professional development opportunities
- Flexible work arrangement
- Mission-driven, collaborative work environment

To Apply

Please submit a resume, cover letter, and portfolio of design work to marketing@girlsincdallas.org. Girls Inc. of Metropolitan Dallas is an equal opportunity employer and encourages applications from all qualified individuals regardless of race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, or veteran status.

Girls Inc. inspires all girls to be strong, smart, and bold through direct service and advocacy. Our comprehensive approach to whole girl development equips girls to navigate gender, economic, and social barriers and grow up healthy, educated, and independent.