



Position Announcement

Graphic Design Volunteer

Root Solutions is seeking creative and skilled graphic design volunteers to join a team of visionaries, creators, and disruptors who want to re-shape the future of the environmental movement in North America and beyond. Although this is a volunteer position, you will be an active member of our team and vital to the success of programs that will transform the environmental movement and the planet.

Overall Function

The Graphic Design Volunteer will be responsible for supporting efforts to help our organization vividly tell our story. This includes helping us grow visibility for the organization and promoting our forthcoming book, [Making Shift Happen](#), which will be published in December 2021. The book is a guide for practitioners in organizations, businesses, and government looking to design successful campaigns and initiatives that shift behavior toward positive environmental outcomes.

We are open to candidates with limited formal graphic design experience as well as seasoned design professionals looking to apply their skills to a good cause. The exact responsibilities will be dependent on the candidate's experience with graphic design. Tasks may include, but are not limited to:

- Designing graphics for all of the organization's marketing channels including: web, socials, blog, newsletter, and email campaigns
- Designing print materials for onsite events and conferences
- Collaborating with other team members, including content writers and subject matter experts, in order to create and deliver timely and relevant content
- Creating design templates that can be used by marketing staff and volunteers as well as for other departments, such as recruitment, research, and training
- Taking ownership of and enhancing Root Solutions' brand and style guide
- Attending occasional virtual marketing meetings to connect and collaborate with the team and volunteers like you

Qualifications/skills and knowledge requirements:

Candidates should:

- Demonstrate a passion for the environment and communication
- Have excellent design and communication skills
- Be well-organized and detail-oriented
- Be self-motivated with the ability to meet deadlines and demonstrate initiative
- Be familiar with graphic design tools like Canva

Advanced candidates will:

- Have completed college coursework in graphic design with a strong portfolio

- Have 1+ years' experience in crafting branded design for a relevant agency or in-house

Opportunities

- We work hard to pair our volunteers with projects that are interesting to them or important for their career growth.

Organization

Root Solutions works to provide conservationists and policymakers with tools and resources informed by the proven methods of behavioral economics and behavior design allowing them to create more effective campaigns, policies, and strategies that reflect how people are actually motivated and make decisions. By understanding human behavior and the factors which influence the choices people make, conservationists will be able to “nudge” people toward decisions and behavior that are good for them and good for the planet.

Location & Logistics

This position will be 100% remote, but candidates must be able to connect with us via Zoom or over the phone. This position is part time.

We are requiring a minimum commitment of 8 hours per week over 12 weeks. Ideal candidates will be able to commit to 6+ months.

Compensation

This is a volunteer position.

Application Materials

Interested applicants should submit a resume, portfolio of work, and, in lieu of a cover letter, design an versatile image that can be used in newsletters and email campaigns. Instructions here:

<https://docs.google.com/document/d/1rBcsRT-bMkcGc3fOvxefbUFSFlv8kzAFERs5oiL9B4k/edit?usp=sharing>

Send application materials to:

Ashleigh Kellerman
Project Manager
Email: info@therootsolutions.org
Subject Heading: Graphic Design Volunteer

Please indicate whether you are planning to work for class credit or note whether you will receive any work-study or grant money for this position. Also indicate the number of hours you will be able to commit per week and whether you will be available during normal working hours.

Root Solutions

415.260.0626

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www.therootsolutions.org