

Job Description



GRAPHIC DESIGNER

M Creative is hiring a mid- to senior-level graphic designer to be part of our collaborative and multidisciplinary team.

About M Creative

M Creative's mission is to help visionary organizations do more good for more people by being a meaningful partner and providing thoughtful, inspirational, and well-crafted communication solutions to our nonprofit clients. Our goal is to deploy our expertise in strategy, content development, and design to incite positive social change.

We are a team of thoughtful, committed people with the interests of our clients, community, and world at heart. We work alongside values-driven organizations who are addressing critical issues such as racial, gender, and economic inequity, improving access to health and education, protecting the environment, as well as doing systems change work.

As the first [Certified B Corp](#) company in the North Carolina Triad, we're proud to be part of a community of forward-thinking organizations using business as a force for good by balancing purpose and profit.

About the Position

This position will report to the Partners, and will collaborate with other internal staff and outside creative partners such as copywriters, illustrators, photographers, printers, developers, and video producers.

As a mid-level graphic designer (3-5 years experience), you will:

- Manage time independently and effectively to meet deadlines and deliver projects on time and on budget
- Develop sketches, layouts, prototypes, boards, mock-ups and other work presentation tools for client and internal projects
- Participate in client meetings, weekly project management meetings, and client presentations as appropriate. Support will be provided by the Project Manager, Partners, and/or other team members.
- Participate in constructive internal reviews and critiques
- Assist with final mechanical preparation for print and digital projects

- As needed, source and direct illustration, photography, printing, and development with both internal and external providers
- Assist in reviewing and approving printer proofs, video edits, development mock-ups, and other preliminary production deliverables of work, and attend press checks along with other team members
- Maintain positive relationships with clients, stakeholders, and community members and ensure the growth of partnerships as a representative of our company
- Establish and maintain personal learning goals to grow in your areas of expertise and to consistently grow as a person living and working in a diverse and interpersonal community
- Keep abreast of current design trends and best practices for both digital and print work

In addition to the above, a senior designer (5-10 years experience) will also:

- Manage production of projects independently, including proofing and press-checking printed projects, leading quality assurance, testing, and deployment of digital products, and overseeing installation of environmental design projects
- Lead large-scale projects with multiple and complicated deliverables independently and efficiently with minimal oversight
- Plan and direct photo and video shoots independently
- Mentor younger designers
- Provide vision, direction, and energy for new capabilities and processes to better fulfill our mission and serve our clients
- Generate new business by connecting with potential clients and growing existing relationships to fulfill our mission

Benefits

- Inclusive and affirming culture that values diversity, balance, and family
- Hybrid work schedule that allows for a mix of in-office and remote working as appropriate
- Support and possible reimbursement for continuing education opportunities once vested and as determined by the Partners
- As part of our commitment to our community, full-time employees are expected to volunteer 20 hours per year in a way they choose. Accommodations will be made for volunteer opportunities during business hours at the discretion of the Partners.
- Paid time off commensurate with years of experience and tenure
- 100% of healthcare and dental insurance premium for employees currently covered by M Creative. Coverage for spouses and dependents available and provided at employee's expense.
- Company-provided laptop
- 401(k) retirement plan and company-match to tenured employees
- AIGA (or other professional association) membership at the Professional level, up to \$250/year

Job Requirements & Qualifications

At M Creative we value multi-disciplinary thinkers and expect that you will bring a passion for creative solutions, as well as the persistence and the people skills to see them through. An appreciation for strategy, a dedication to design craft, and an adherence to a thoughtful creative process is critical.

Technical Proficiency

- A design degree and a minimum of 3–5 (mid-level) or 6-10+ (senior-level) years of relevant experience is required.
- A high proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop, and XD) and Figma is required; proficiency in other industry-standard software (Sketch, InVision, Webflow, Wordpress, Asana, or Monday.com) are a plus. Must be quick to learn new platforms, processes, and procedures.
- Should be comfortable designing both digital and printed products.
- Knowledge and experience in UX and UI design and brand identity design are essential.
- Web development, illustration, photography, animation, design research, or design-thinking facilitation skills are a plus.
- The ability to balance constructive feedback, direction, and critique while maintaining a creative vision and point-of-view is critical. We work as a humble and highly creative team to produce the very best solutions for our clients.

Unity of Purpose

Mission alignment is critical for any member of the M Creative team. We serve the nonprofit community with the same care they serve their constituents, and do so with an eye towards results and impact.

- Knowledge of, or willingness to learn about, the critical social and environmental issues that are a focus for our clients, as well as trauma-informed and inclusive creative processes that will ensure positive outcomes
- Past work experience at a nonprofit, serving on nonprofit boards, and nonprofit community leadership roles are a plus.

It is our privilege to do good in the world by leveraging our skills in design and communications. If you feel that this position is an ideal fit for you, please send résumé, portfolio, and three references to fcausby@mcreative.net.