



## **Pro-Bono Graphic Designer**

The Family Center is a not-for-profit organization providing social and legal services to NYC families affected by illness, crisis and loss, and living in poverty. The Family Center has been the pioneer in the design and research of health care coordination and education, permanency planning and advocacy services that address the myriad of issues that challenge vulnerable NYC families. Please visit our website at [www.thefamilycenter.org](http://www.thefamilycenter.org) to learn more about our services.

The Family Center Development & Communications Department currently has no in-house graphic design capacity and seeks highly-skilled, motivated and self-starter graphic designers who are interested in donating their time, energy and expertise to manage, create, and see through to completion, pro-bono graphic design projects for our agency.

Designers who sign on will have a choice in which projects they work on; and all such work will have direct impact on The Family Center's ability to provide high quality, efficacious services to vulnerable New Yorkers and their families, as the pro-bono work of these designers will allow our agency to preserve resources for programming.

### **RESPONSIBILITIES:**

- Work as part of a team with Development & Communications staff
- Collaborate with Development & Communications staff to determine the messaging that the design project should portray
- Advise Family Center on strategies to reach a particular audience
- Record all project requirements and Family Center needs and goals related to the project
- Develop specs for every project requested
- Schedule project implementation
- Determine printing budget constraints
- Think creatively and develop new design concepts, graphics and layouts
- Create graphic products that encapsulate the theme, message, and style of the project
- Prepare rough drafts, specifically at least three design options per project
- Present design options for each project and explain the concepts behind each options that reinforce Family Center needs and goals related to the project
- Amend design to incorporate Family Center comments and gain full approval by Development & Communications staff
- Proof design projects prior to printing or publication

Please contact Tonya Collins, Development & Communications Associate at [tcollins@thefamilycenter.org](mailto:tcollins@thefamilycenter.org) to arrange an interview and review your current portfolio. Please put "Pro-Bono Graphic Designer" in the subject line of your email.

*The Family Center is an equal opportunity employer.  
The Family Center is covered under FMLA.*