JOB OPENING

Freelance Graphic Designer

NACTO’s Global Designing Cities Initiative

Job Title: Freelance Graphic Designer  
Start Date: October, 2021  
Salary: Project-based  
Duration: Ongoing

The Global Designing Cities Initiative (GDCI), a program of the National Association of City Transportation Officials (NACTO), is seeking a freelance graphic designer to work on various layout, infographic, and informational/promotional design projects on an on-call basis. The selected candidate will work closely with program managers and the manager of communications to translate GDCI’s communications into visually appealing designs that are consistent with our brand strategy and visual identity standards. The graphic designer will support the design, layout, and final production of a range of digital and print materials, including highly-visual guidance documents, social media content, and other collateral materials that may include blog posts, infographics, press/media kits, or program brochures.

Who we are
Launched in 2014 as a program of the National Association of City Transportation Officials (NACTO), the Global Designing Cities Initiative focuses on transforming streets to inspire safe, sustainable, and healthy cities. GDCI’s work is informed by the strategies and international best practices captured in the Global Street Design Guide. GDCI works with cities around the world to transform their streets through high-profile, rapid urban design projects, making them more accessible to people who walk, bike, and take public transportation.

What you’ll do
- Support layout and graphic design of documents ranging in size from 1-50 pages
- Design infographics, iconography, and gifs based on major GDCI publications, GDCI graphics library, and/or provided data
- Provide social media graphics for project announcements, publication launches and event promotion, metrics/data visualization, and other program needs as required
- Create templates as needed to facilitate brand consistency
- Create press packets and graphics for upcoming project launches
- Design cover banners and data visualization graphics for blog posts
- Receive and incorporate feedback from project managers
Qualified candidates should have:
- 2+ years of experience in graphic and layout design
- 1-3 years experience with social media marketing or content development
- Strong familiarity with Adobe InDesign and Illustrator
- Excellent skills in visually communicating complex information
- Experience providing deliverables upon a requested deadline

Preferred qualifications:
- Degree or equivalent training in graphic design or a related visual communication field
- Infographic design skills
- Photo editing experience
- Interest in cities, sustainable mobility, road safety, and/or public health

For Phase One of this engagement, the selected graphic designer will produce a total of 25 graphics, including 10 social media graphics; 5 technical “explainer” graphics with information extracted from the Global Street Design Guide and Streets for Kids; 5 infographics depicting data/statistics from these sources (or related issues); and 5 graphics related to ongoing kids engagement projects. Upon satisfactory completion of this trial period, a longer-term contract will be available pending approval.

How to Express Your Interest:
Please send a resume and 4 or more work samples showing proficiency in layout design, data visualization, and/or engaging social media graphics to annah@nacto.org, using the subject line “Freelance Graphic Designer Application.”

Please indicate how you prefer to work with clients, understanding that you will be working as a freelance consultant to NACTO-GDCI. Please also indicate your hourly or project-based rate, including an estimate for the above-mentioned “Phase One” assignments.

We would like to receive expressions of interest by no later than September 24, 2021. We are aiming to have the contract awarded, negotiated, and approved by October 20, 2021.

NACTO-GDCI is committed to workplace diversity and inclusion. We are equal opportunity employers and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law. We offer competitive salaries, excellent benefits, and a passionate working environment. Salary is based on a nonprofit scale and commensurate with experience.

Thank you for your interest; we look forward to hearing from you!