



1100 MARKET ST | SAN DIEGO CA 92101  
+1 [619] 701 0049 | WDC2024.ORG



## **JOB DESCRIPTION: JUNIOR GRAPHIC DESIGNER/GRAPHIC DESIGNER**

**Reports to:** Director of Communications

**Position Type:** Full Time, Salary, On-site

**Salary Range:** \$50,000-60,000/year

### **Who Are We?**

World Design Capital San Diego Tijuana 2024 is a year-long celebration of our innovative cross-border region as we come together to design a better future.

World Design Capital® (WDC) is designated every two years by the World Design Organization® (WDO) recognizing cities for their effective use of design to enhance economic, social, cultural and environmental quality of life. This 2024 designation provides our region a year-long international showcase of design through unique experiences and explorations that stimulate thinking and bring our communities together to celebrate what makes San Diego-Tijuana exceptional.

Our community has an incredible opportunity that only comes once in a lifetime. Through the WDC year-long program, we can establish San Diego-Tijuana as a leader in community-driven design, promoting the region as a global center for innovation, creativity, and design.

### **Want to Become a Part of Our Team?**

This job is not for everyone. We're exploring new realms. Pushing new boundaries and creating definition where there isn't always clarity. We understand that we are better together, as a team, a community, a region – so if you're up for a meaningful challenge that will expand your understanding of design and innovation, read on.

### **Junior Graphic Designer**

What Are We Looking For? A trailblazer, a changemaker, a creative and passionate designer that has the confidence to make a difference through their craft, culture, and collaboration.

As a Junior Graphic Designer you'll play a crucial role in helping us visually communicate our vision. You'll work closely with the communications and marketing team to create designs that resonate with our region and align with our brand identity.



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## **Responsibilities**

- Take part in brainstorming sessions to contribute creative ideas and concepts for various marketing and communications campaigns.
- Maintain consistency in design and adhere to the WDC 2024 brand guidelines to ensure a cohesive visual identity across all materials.
- Assist the communications & marketing team in creating compelling visual assets, including but not limited to graphics, illustrations, social media posts, web banners, email templates, event collateral and more.
- Support the creation and management of design assets, such as image libraries, templates, and design systems.
- Collaborate with marketing, events and content teams to understand design requirements, objectives, and target audience.

## **Requirements/Qualifications:**

- Undergraduate degree in communication design, visual communications, graphic design, or equivalent required.
- Software: Adobe Creative Suite (Adobe InDesign, Photoshop, Illustrator, XD) technical skill and proficiency required. Working knowledge of Google Workspace environment. Experience with Canva preferred.
- Design: Knowledge of layout, graphic design fundamentals, typography, and color theory.
- Experience with designing for social media is a plus
- Self-starter who works with a sense of urgency while managing multiple projects and deadlines.
- Excellent organization, project management, and communication skills.
- A strong portfolio showcasing a variety of design work, demonstrating creativity and attention to detail.
- Bilingual/Bicultural proficiency preferred.



## Code of Conduct

Our philosophy is to champion each other with respect, integrity and generosity. Because we value safety and collaboration in our physical and creative spaces, we ask 'all' to follow this code of conduct, both for online and in-person interactions:

- **Show respect** for other backgrounds and perspectives at all times.
  - Be considerate in speech and actions, and actively seek to understand, acknowledge and respect the boundaries of fellow attendees.
- **Professional behavior** is expected.
  - As you interact in our regional community, we hope you make new friendships and grow your understanding of interdisciplinary Design, in an environment exemplified by impeccable professional behavior and respect for all.
- **Be kind** and positive toward others.
  - Treat everyone as you would like to be treated. Kindness and positivity, combined with our values of Community, Connection, Collaboration and Celebration, we have the power to transform our region and potentially the world. Let's remember that and work together to live it everyday.
- **Harassment is not tolerated.**
  - Harassment includes, but is not limited to: deliberate intimidation; stalking; unwanted photography or recording; sustained or willful disruption of talks or other events; inappropriate physical contact; use of sexual or discriminatory imagery, comments, or jokes; and unwelcome sexual attention. If you feel that someone has harassed you or otherwise treated you inappropriately, please alert any member of the Program team in person, via the team phone or via email.

## **Our Position on Justice, Equity, Diversity, Inclusion and Belonging (JEDI+)**

Our mission to design a better future is inseparable from our commitment to diversity, equity and inclusion. Our goal is to address our region's most pressing issues by designing more equitable futures at and across the border. We recognize that the best ideas come from diversity in perspectives, across domains of knowledge, generation, experience, and identity. We are committed to embodying our JEDI+ values in everything we do, which includes Belonging, an outcome of the positive and continuing efforts of JEDI. WDC 2024 is an Equal Opportunity Employer.