



**New York City Anti-Violence Project**  
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**Title:** Visual Communications Associate  
**Department:** Communications  
**Reports to:** Director of Communications

The New York City Gay and Lesbian Anti-Violence Project (AVP) is seeking a **Full-Time Visual Communications Associate**.

The New York City Anti-Violence Project (AVP) is the **largest LGBTQ-specific anti-violence program in the country**, and reaches over 40,000 people in NYC with life-saving services and programs, including a 24-hour crisis hotline, counseling and legal services, and community organizing and public advocacy campaigns. **AVP envisions a world where all LGBTQ and HIV-affected people are safe, respected, and live free from violence.** AVP is strongly committed to working with underserved populations within LGBTQ and HIV-affected communities, including low-income survivors and transgender and gender non-conforming people of color.

### **PRIMARY FUNCTIONS**

The Visual Communications Associate assists AVP's communications team with developing and designing beautifully engaging communications products and assets to help us connect with and inform our diverse communities. The Associate works closely with the Director of Communications and the Content & Communications Manager to develop creative designs for print and digital products, capture AVP's people, programs and impact using photography/video or both, as well as execute consistent branding and design that help make the work of the organization compelling to the audiences we serve. The Director of Communications will work with Visual Communications Associate to prioritize project focus, which will include: asset design, including flyers, posters, digital promotions materials, marketing collaterals, brand design and development, photography/videography, web collateral design and other visual design needs as required to support AVP's communications and marketing efforts. This position is 50% graphic design, 25% photography/videography and 25% brand and visual identity development.

### **DUTIES AND RESPONSIBILITIES**

#### **Visual Design**

- Support AVP's communications initiatives with thoughtful, engaging visual asset ideation and creation
- Develop asset mockups and proposals for visuals based on collaboration with internal teams
- Collaborate with the communications team as the expert on design aesthetics for all platforms and outputs
- Collaborate with internal and external teams to create content and provide quality visual storytelling elements

#### **Photography/Videography**

- Capture photos/videos of AVP events and programs in the office and on location for use in AVP marketing and communications products

- Collaborate with the communications team to source images and videos from third-party catalogs, community resources and other vendors/creators
- Work with external photography and videography partners on large events/initiatives
- Create and edit short videos, slideshows, and other multimedia products for digital distribution

### **Brand and Visual Identity Development**

- Collaborate with AVP stakeholders to refresh, create and/or implement the visual components of our brand identity, including logos, fonts, color palate, uses and best practices for visual elements
- Research and implement trends and best practices in design to help elevate the AVP brand and visual identity

### **Administrative**

- Track and manage visual asset repository and creation pipeline in collaboration with Communications team

### **QUALIFICATIONS**

- Demonstrated commitment to AVP's mission
- Demonstrated commitment to anti-oppression work, where oppression is a system that gives some people, groups, or communities power over other people, groups, or communities because of their identities and experiences.
- The ability to adjust to new situations, remain flexible, and willingness to take the initiative to attempt unfamiliar tasks are all necessary
- 1-2 years of experience graphic design, photography and/or videography
- High proficiency with Adobe Creative Suite products including Illustrator, InDesign, Photoshop, Premiere/Rush or equivalents
- Experience with design and layout for print, web and digital assets
- Experience with photo and video editing, including creating storyboards/contact sheets
- Ability to write and speak clearly and communicate effectively and respectfully with internal and external collaborators
- Ability to use photography/videography equipment such as cameras (DSLR/video camera/mobile), lighting, microphones/audio

### **Bonus:**

- Experience with web coding and front-end design
- Experience in marketing and branding work, especially in social services/nonprofit space

### **Who You Are**

- **A Driven Professional.** You understand the nuance around messaging anti-violence activism and work to maximize output in the communications department.
- **A Passionate Creative.** You understand the power of the visual image to inform, inspire and activate, and work to find the best visuals representations for our programs and initiatives.
- **Results Oriented:** You can move from idea to execution with ease and can handle multiple projects at once with flexibility and reliability.

## **SALARY & BENEFITS**

This is an at-will, non-exempt position with a salary range of \$52,000 - \$56,000. Applicants who use more than one language at work are eligible to receive a \$1,000 salary enhancement in addition to their base salary.

Hours are generally 10am – 6pm, Monday through Friday. This position requires some evening and weekend work. This position is based in the AVP office in Manhattan and will require a hybrid of both remote and in-person work during 2023.

**Good benefits and working environment.** Benefits include, but are not limited to, paid time off amounting to over 5 weeks in first year of employment plus generous sick time, medical, dental, vision, life, and disability insurance, 403(b) retirement investment plan (employee contribution only), flexible spending accounts for medical and transit costs, pooled sick leave, paid family leave, and flexible/remote work options.

## **TO APPLY**

**Interested applicants can submit their resume and cover letter as single PDF, and a visual portfolio as single PDF to <https://bit.ly/avpishiring> by May 15, 2023.** After May 15th, we will continue to review applications on a rolling basis as long as the position remains open.

***No phone calls please.*** Candidates will be notified if we are seeking an interview; because of the high volumes of responses, it may not be possible to respond to all inquires. Interviews will be scheduled on a rolling basis.

As a state and federal contractor, AVP is required to conduct background pre-hire screenings for many positions. At AVP we aim to meet these requirements while still fostering a work environment free from stigma about previous system involvement for all members of our team. To learn more about AVP's background screening policy, please visit <https://bit.ly/avppolicy>.

*AVP is committed to providing equal employment opportunity to all qualified individuals and endeavors to hire individuals of diverse races, colors, creeds, ethnicities, religions, genders, gender identities or expressions, ages, sexes, sexual orientations, national origins, disabilities, and citizen, marital, veteran and HIV statuses. There is no minimum education requirement for this position.*