



## Position Description

**Title:** Visual & Digital Content Designer  
**Reports to:** Senior Advancement Director      **FLSA Status:** Non-Exempt  
**Department:** Advancement      **FTE:** Full time  
**Salary Range:** \$33-38 per hour

### Who We Are:

In March 2002, the Fulcrum Foundation (a 501(c)3 non-profit) was incorporated with the purpose of providing financial assistance for all Catholic schools in the Archdiocese of Seattle through annual fundraising and a significantly increased endowment. We celebrate the leadership of Archbishop Alex J. Brunett for establishing the Fulcrum Foundation, and we give thanks for the vision of Father Stephen Rowan, whose passion and dedication gave shape to the organization from the beginning. Guided by Catholic values and beliefs, we envision a world where vibrant and innovative Catholic schools thrive, grow, and nurture disciples of faith. Our mission is to strengthen the vitality, excellence, and sustainability of Catholic schools through funding and thought partnership. Our shared values include one human family, justice, and stewardship.

### Job Summary:

Under general supervision, is responsible for art direction, design, and production of marketing and internal materials of the Fulcrum Foundation. Assists in determining the overall brand, advertising, and marketing strategy for the Foundation.

### Specific Responsibilities:

#### 1. Art Direction and Design

- a. Directs the design and layout of all Fulcrum marketing materials, ensuring compliance and fit with brand standards, including but not limited to: community report, newsletters, brochures, and social media. event Invitations/signage/programs, and marketing collateral
- b. Manages relationships with contracted designers, photographers, and other vendors
- c. Serves as primary point person on the Foundation website, including minimal updates and design elements

#### 2. Marketing/Communications Strategy

Assists Senior Advancement Director in the process for developing, refining, and implementing marketing, and communications strategies for the Fulcrum Foundation, including the successful use of traditional and new media, and considers multiple methods and design strategies for the most effective messaging

#### 3. Project Management

Leads the design of print and digital materials from concept through completion.

Oversees all marketing projects from initial design through final delivery, managing a multi-draft process that includes design, copywriting, editing, and stakeholder review. Ensures all projects are completed on time and at a high standard of excellence. Responsibilities include conducting RFPs, negotiating vendor contracts, coordinating print production and proofing, and incorporating feedback from multiple stakeholders. Communicates proactively with key partners when priorities shift or timelines need adjustment.

### General Responsibilities:

- Supports all Fulcrum programs in its marketing materials
- Establishes and cultivates community relations by maintaining open and candid dialogue with all of the company's constituencies

Fulcrum Foundation

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- Is familiar with and complies with all policies and regulations as put forth in the company's documents
- Since safety and security are everyone's responsibility, takes all necessary and reasonable precautions to protect employees, customers, vendors, equipment, materials and facilities
- Performs other duties as assigned

**Required Education & Experience:**

- Bachelor's degree or above in graphic design, marketing, communications, or related field—or equivalent experience
- Minimum 2 years experience in design work
- Portfolio demonstrating consistent brand identity across print, web, and social media
- Experience working with K–12 schools, especially Catholic schools, strongly preferred

**Required Knowledge, Skills & Abilities**

- Reliable, creative, innovative thinker with an understanding of fundraising communications
- High level sophisticated design lens
- Proficient in WordPress and Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat); familiarity with Dreamweaver and HTML a plus
- Proficient in Microsoft Office
- Working knowledge of email marketing tools
- Ability to learn new technologies quickly
- Ability to ensure all materials align with brand guidelines
- Can identify gaps, inconsistencies, or inefficiencies in brand and proactively improves them
- Understands four-color printing, digital and offset production, and prepress workflows
- Strong management skills and ability to handle multiple projects and deadlines simultaneously in various stages of development
- Ability to work independently and build positive working relationships with colleagues, vendors, and constituents
- Excellent communication skills—both written and verbal
- Strong layout, proofreading, and organizational skills; consistently high-quality work with minimal errors
- Commitment to diversity, equity, and inclusion
- Ability to maintain confidentiality
- Ability to sit or stand at a computer for extended periods
- Flexibility, maturity, and a sense of humor

**How to Apply**

We'd love to see your work! Please email your resume or CV along with a portfolio or examples of your design projects to [hall.amy@fulcrumfoundation.org](mailto:hall.amy@fulcrumfoundation.org). Be sure to include links or attachments that best showcase your style and capabilities.

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