



Graphic Designer & Digital Media Producer

Department: Communications
Supervisor: Vice President for Marketing and Communications
Status: Full-Time
Classification: Non-Exempt

MISSION

The mission of Red Cloud Indian School, Inc. (RCIS), a Catholic institution administered by the Jesuits and the Lakota people, is to develop and grow as a vibrant Church, through an education of the mind and spirit that promotes the values of the Lakota culture.

RCIS includes two elementary schools, a high school, The Heritage Center, and ten churches on Pine Ridge Indian Reservation in southwestern South Dakota. By integrating both Lakota culture and heritage with spiritual beliefs and practices from the Lakota and Catholic traditions, RCIS aims to educate both the mind and the heart of its students, parishioners, and staff, creating leaders of tomorrow with competence, conscience, and compassion.

Position Summary:

Red Cloud's Graphic Designer & Digital Media Producer is an integral part of the communications team. Serving as the institution's in-house graphic designer and visual artist, s/he works closely with Vice President for Marketing & Communications to maintain the organization's visual brand and to produce compelling materials that illustrate Red Cloud's impact and engage key audiences. S/he helps to shape institutional communications strategies and crafts high-quality digital and print materials to support key initiatives and advancement work.

I. Essential Job Functions:

- Conceptualize print and digital communications materials that highlight Red Cloud's students, staff, and organizational impact; assist in developing and updating Red Cloud's annual editorial calendar.
- Serve as primary creative director, designing and producing web- and/or print-ready artwork for use in newsletters, invitations, web and email assets, marketing collateral, advertising material, and more.
- Contribute to and enhances social media strategies and outreach by creating and sharing highly-visual, engaging digital marketing content.
- Develop and maintain an extensive media library for Red Cloud, including video content, photography, logos and other design files, to share with staff and partners as requested.
- Monitor communications channels and content for accuracy and relevance and promote consistent production and presentation across all departments, campuses, and programs.
- Serve as primary manager of Red Cloud's website, creating and refining pages as needed to enhance the site and increase user accessibility.



- Oversee post-production work, editing all video and audio content and photos to prepare for distribution via both digital and print channels.
- Support photography and videography and collaborates with staff across campus to collect photo and video assets.
- Other duties, as assigned.

II. Job Qualifications and Skills:

A. Required Qualifications

- Bachelor's degree or at least 2-4 years experience in communications work; experience with multiple marketing communication channels, i.e. print, digital, video, web.
- Knowledge of design principles and experience with guidelines and brand identity systems, and a keen understanding of best practices for design in digital and printed formats
- Significant experience with multimedia content creation and production, videography and photography skills are a plus.
- Strong working knowledge of InDesign, Illustrator, Photoshop, as well as website management systems; Experience with other related creative software and HTML is a plus.
- Demonstrated skill, creativity, and enthusiasm for creative direction and storytelling.
- Experience in digital communications, publications development, and marketing, preferably with experience in the nonprofit sector.
- The ability to quickly and creatively develop materials while working in a team environment and interdepartmentally, and on tight deadlines.
- Excellent communication, critical thinking, editing and writing skills.

B. Preferred Qualifications:

- Understanding of Red Cloud Indian School's mission, philosophy and needs to better educate interested individuals and groups about the institution.
- General knowledge of the Pine Ridge Reservation.

Open Til Filled

To Apply

Submit cover letter, resume and General Application with any supporting documents to:

Lisa Swallow, *Director of Human Resources*
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(605) 867-5491 ext. 2213