Position Title: Website and Design Specialist
Reports To: Associate Executive Director
Collaborates With: Communications Team, Project Directors, Project Managers
FTE/Classification: 1.0 FTE, Exempt
Location: This is a work from home position.

The Center for Applied Research Solutions (CARS) is a California 501 (c)(3) nonprofit organization dedicated. Our mission is to foster safe, healthy, and engaged people and communities.

CARS leads multiple projects related to health equity, reducing health disparities, supporting LGBTQ+ communities, and antiracism in the behavioral health field. CARS is committed to promoting justice, equity, diversity, inclusion, and belonging in our communications. We welcome applications from candidates who identify with traditionally underserved and marginalized communities (including but not limited to racial, ethnic, sexual orientation, gender orientation, and disability identities), and/or who have substantial experience in communications and outreach work with these communities.

General Description: The Website and Design Specialist supports CARS website development, graphic design, and web accessibility. This individual will be an integral member of the Communications Team at CARS. They will work closely with CARS' dedicated Website Developer and with CARS' Visual Communications and Design Specialist.

They will be responsible for updating CARS' organization-level and project-level websites with new content, time-sensitive announcements, and other items requested by staff. They will populate webpage content and make recommendations for website features and functions to improve user experience. They will support with collecting and reporting website data. They will assist in creating graphic design assets used for web and newsletter banners, and social media posts. They will review content for 508 Compliance and user accessibility standards, and they will make recommendations or direct changes to improve accessibility.

ESSENTIAL FUNCTIONS

Website Development (65%):
- Manage and maintain multiple WordPress websites.
- Create or collaborate on creation of WordPress websites.
- Process content for posting to the web by implementing advanced formatting and design to maintain a professional look and feel.
- Gather monthly analytics for reporting purposes.

Graphic Design (25%):
- Design/revise templates for promotional web banners.

- Design/revise templates for social media posts.
- Source and recommend images for promotional assets.
- Provide graphic design support for documents for download.

Accessibility (10%)
- Make recommendations and implement fixes for improving accessibility of websites.
- Review field-facing communications (e.g., newsletters) for accessibility. Make design and formatting changes to improve accessibility.

REQUIRED COMPETENCIES (Knowledge, Skills, Abilities)
The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.
- In addition to using WordPress to build and maintain websites, an intermediate to advanced knowledge of HTML and CSS code is needed to further customize content and troubleshoot formatting when needed
- Awareness of UI/UX principles
- Basic to intermediate knowledge of design layout (typography, spacing, visual hierarchy)
- Ability to implement 508 Compliance and adhere to web accessibility standards
- Awareness of best practices to maintain secure website configurations
- Excellent communication and collaboration skills
- **Strongly Preferred:** Experience engaging racially, ethnically, culturally, and/or linguistically diverse communities, either directly or through communications and outreach
- **Preferred:** Experience working in the nonprofit, social services, or community sectors, especially in mental health or substance use fields

TECHNICAL SKILLS
Candidate should have proficiency with the following platforms or willingness and ability to learn to use them:
- **Required**: WordPress
- Adobe Photoshop
- Adobe InDesign
- Adobe Express
- Canva
- Constant Contact
- Microsoft Teams
- Microsoft Office (Word, Excel, PowerPoint)
- Smartsheet
- Google Analytics
- FTP and Microsoft Remote Desktop

MINIMUM QUALIFICATIONS
- Bachelor's Degree (in website design, graphic design, visual communications, or related field)
- 3 years' experience in website design in a professional capacity
- Portfolio of strong creative work (see required application materials below)

CARS offers a small business environment and an excellent benefit package. CARS provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual or gender identity, or genetics. We strongly encourage and seek applications from people of color, including bilingual and bi-cultural individuals, members of the lesbian, gay, bisexual, and transgender communities, and those with lived experience with mental health challenges.

Salary Range: $90,000 – $115,000 annually

To Apply: Submit a current resume and cover letter explaining your interest in the position by **January 5, 2023**. Along with application materials, please submit the following:
- 3-5 links to portfolio websites
- 5-10 examples of graphic design – can be a mixture of web banners, social media posts, PDFs, or other promotional assets

All materials should be sent electronically to **carshr@cars-rp.org** **by January 6, 2023**. No phone calls please. This position will remain open until filled. Thank you in advance for your interest