



Graphic Designer

We are looking for a **Graphic Designer** to join our team to successfully manage and execute Rodeo Austin's creative elements. This person should be passionate about graphic design and work to create unique content, generate brand awareness and drive community engagement for the Rodeo Austin brand. This position effectively acts as a key member of the staff and a contributor to Rodeo Austin's overall strategy, event execution and culture. This is an opportunity to take on the challenge of working in a fast-paced, customer-driven non-profit; in an environment that is exciting, motivating, challenging and fun!

This is a full time exempt, benefits eligible position on our team that is available immediately to the right candidate. The expected commitment will be 40 hours per week during regular business hours, and as needed on weekends and during Rodeo Austin events.

Who We Are:

Since 1938, Rodeo Austin has been a mission with a rodeo that has brought heritage and entertainment to our community. We are funded by a month-long real western experience held every March, where Rodeo-goers get to do things, they can do nowhere else - including a ProRodeo, one-of-a-kind concerts, a carnival and a livestock show. We are Rodeo Austin, a not-for-profit that provides real experiences and gritty fun to raise millions for Texas kids.

What You'll Do:

- Responsible for supporting all areas of Rodeo Austin's marketing, promotional and community engagement initiatives including brand development campaigns, event advertising campaigns, content development, digital/social graphics, event experience creative materials and communications assets
- Collaborate with full marketing team to design and execute cohesive creative designs that achieve Rodeo Austin's objectives for brand awareness and consumer engagement all while helping to generate revenue for the mission
- Create, design, and execute concepts through diverse media (print, digital, video, etc.) Projects may include invitations, posters, concert line up, schedule of events, social graphics, signage, hang tags, maps, annual report, auction brochure, letterhead, business cards, programs, and promotional videos
- Develop, drive and implement all design projects from conception through delivery
- Manage, design and implement the Rodeo Austin email marketing plan
- Collaborate with the rodeo department to develop digital graphics and signage for the in-event production
- Maintain brand consistency and support brand strategy through all marketing materials
- Work across departments to meet design and print needs such as flyers, fundraising materials, signage, programs, etc. for off-season events
- Coordinate with Rodeo Austin's external printer to help oversee all print projects and bulk mailings
- Hire and manage professional photographers to capture photos at Rodeo Austin events
- Oversee the creation of Rodeo Austin's annual artwork
- Oversee department budgets and timelines
- Recruit and manage collegiate interns
- Assist the full Marketing, Sponsorship, Rodeo and Entertainment department with all event execution

- Assist Sponsorship and Marketing Officer with special projects as assigned
- Represent the organization at official functions and events and networking events, or public relations activities
- Support the mission and values of Rodeo Austin at all times

What You'll Need:

- Bachelors' degree in a related industry or field; 3 years of experience in graphics in an equivalent industry or field of knowledge preferred but not required
- Expert knowledge of current design software and be skilled in every step of the design process
- Results-driven with ability to positively influence and effectively interact and communicate (verbally and in writing) with cross-functional teams and internal and external customers
- Creative problem-solver with strong organizational skills and capacity to work both strategically and hands-on in high pressure and fast-moving environments
- Ability to self-start, work both independently and in a team setting
- Proficiency (or strong aptitude for immediate proficiency) in a variety of industry business tools such as Microsoft Office Suite, Adobe Creative Suite (InDesign, Photoshop, Illustrator), Video editing

Perks & Benefits:

- Comprehensive Medical, Dental and Vision plans
- Wellness Program
- 401(k) Retirement Plan with Match
- Competitive Vacation Plan
- Summer Flex Fridays
- Robust Holiday Schedule
- The chance to be part of something bigger – a mission with a Rodeo raising millions for Texas kids

Not sure if you Qualify?

That's okay! if you're interested in the role and believe you could be a good fit, we encourage you to apply!

Rodeo Austin is an equal opportunity employer, and we value diversity, equity and inclusion. All aspects of employment will be based on merit, competence, performance, and business needs.

Please send cover letter, resume, design portfolio and list of references to:

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