



**CHILD CARE ALLIANCE OF LOS ANGELES**  
**Marketing and Graphic Design Specialist**  
**Position Description**

**Job Title:** Marketing and Graphic Design Specialist

**Reports To:** QSLA Program Manager

**FLSA Status:** Non-Exempt

**Classification:** Remote

**Summary**

The Marketing and Graphic Design Specialist will work with the QSLA Program Manager to lead the coordination and implementation of the Child Care Alliance of Los Angeles' (CCALA) marketing and graphic design components of the Scope of Work. The QSLA communications efforts focus on program promotion, advocacy, and dissemination of information for its various audiences, including families, early educators, and stakeholders. The Marketing and Graphic Design Specialist will help develop and execute marketing strategies for QSLA across various media platforms and is responsible for designing the necessary materials to support consistent branding and brand recognition for QSLA's various internal and external projects.

The Child Care Alliance of Los Angeles (CCALA) is a unique and significant partnership of ten member agencies that serve communities at the local level. Formed in 1997, Alliance agencies deliver services to thousands of families and childcare providers across Los Angeles County. CCALA's 10 member agencies assist parents in finding and identifying quality childcare and other support services, provide subsidized childcare vouchers to eligible families and offer training and other professional development supports to child care providers across LA County.

The ideal candidate will be an enthusiastic, initiative-taking marketing and graphic design professional with demonstrated skills and a desire to help a dedicated non-profit take its marketing and outreach to the next level to better support early educators, families, and children.

**Duties and Responsibilities**

- Establish and implement strategic marketing plans and activities to achieve programmatic goals in collaboration with the CCALA/QSLA staff, the QSLA Communications Committees and in coordination with other external program partners and stakeholders.
- Work collaboratively to ensure communications efforts across QSLA projects have unified branding while being reflective of the needs of each group or intended audience.
- Develop visual concepts and design advertisements that effectively communicate with target audiences.
- Meet with QSLA staff, internal and external, and QSLA committees to gather information about their needs, objectives, and target audiences for upcoming project designs and outreach.



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- Create marketing and outreach materials such as brochures, pamphlets, flyers, branded characters, PowerPoints, social media graphics, report templates, etc. to promote programs, events, products or services based on established timelines and budgets.
- Review design concepts with QSLA teammates and colleagues to obtain feedback and refine designs, as needed.
- Obtain input from management to ensure designs meet organizational standards and brand expectations, express ideas accurately, and represent the company appropriately.
- Create original artworks or modify existing ones to meet specific design requirements using computer software such as Canva, Adobe Photoshop or Illustrator.
- Build and manage QSLA's social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be relevant.
- Help bring new ideas for design and content creation to the team using expertise and eye for great design.
- Utilize best practices and current trend data to effectively develop and disseminate, via e-mail marketing (i.e., Constant Contact), on-going resources such as monthly newsletters, family calendars, etc.
- Update and enhance QSLA website, as requested
- Utilize analytic data from on-line sources (i.e., website, e-mail marketing, or social media) to improve marketing strategies and materials.
- Collect marketing data to share as needed with internal and external partners and stakeholders and to share in reports to funders.
- Participate on the QSLA Communications Committee and other committees, as needed.
- Perform other duties as assigned

### **Qualifications:**

- Bachelor's degree is desirable, or equivalent experience, preferably with a degree in the fields of graphic design, fine arts, advertising, communications, marketing or other related academic field.
- Minimum of 1 year of relevant experience including communications planning, content creation, graphic design, marketing, or other related experience.
- Skilled in creating, editing, and promoting written and visual content. Experience developing social media posts, informational articles/content, programmatic documents, video, etc. is required.
- Solid foundation in studio design, typography, printing and layout.
- Highly creative and innovative. Able to develop unique and engaging marketing campaigns and new design elements to support outreach and messaging of the QSLA program.
- Awareness of current trends and best practices in marketing and graphic design
- Able to calibrate messaging for a wide-range of audiences, including parents and child care providers from ethnically diverse backgrounds, as well as funders, key partners, stakeholders, and elected officials.
- Able to develop a well-rounded agency presence in social media, with a command of each network and their best practices.
- Excellent verbal and written communication skills including the ability to effectively communicate strategic marketing plans or ideas for various projects, materials and varied



audiences.

- Able to manage multiple tasks and meet required deadlines with strong attention to detail
- Strong interpersonal skills, including the ability to work effectively with diverse client populations.
- Excellent time management and organizational skills. Able to work independently.
- Strong computer skills, including experience with WordPress, Microsoft Office suite, graphic design software, social media platforms, and website design.
- Flexible, innovative and able to adapt to the changing needs of the program.
- English/Spanish or English/Chinese bilingual, preferred.
- Familiarity with the Los Angeles child care delivery system, stakeholders, community agencies and child care provider population is desirable.
- Ability to travel occasionally within LA County with reliable transportation. Valid CA driver's license and insurance coverage, which meets CA standards if a personal vehicle is used to for travel to and from occasional agency meetings and events.

#### **Physical Demands and Work Environment**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this Job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to walk and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.
- To keep our workforce safe, proof of COVID vaccination is required. Reasonable accommodations will be considered.

#### **Salary Range: \$28-30/hour**

Competitive salary, commensurate with prior experience, education and abilities. The programs referenced in this job announcement are contingent upon grant funding.

#### **For immediate consideration, send resume and cover letter to:**

Ilyssa Foxx, QSLA Program Manager at [hiring@ccala.net](mailto: hiring@ccala.net). Please include the position title in the subject line.

**Email submissions only.** No phone inquiries. Responses will be sent only to individuals meeting the outlined requirements of the position. The programs referenced in this job announcement are contingent upon grant funding.

The Child Care Alliance of Los Angeles is committed to building and sustaining a diverse workforce and culture. As part of this commitment, the Child Care Alliance of Los Angeles provides equal opportunity in all of our employment practices, including selection, hiring, promotion, transfer, and compensation, to all qualified applicants and employees without regard to race, color, medical condition as defined by state law, ancestry, religion, national origin, age, marital status, sexual orientation, gender or gender



identity/expression, ethnic group identification, mental or physical disability, pregnancy, childbirth and related medical conditions, or any other legally protected status.

The Child Care Alliance of Los Angeles is an Equal Opportunity Employer.

**For more information about the Child Care Alliance of Los Angeles please visit our website at <http://www.ccala.net/>**