



Graphic Designer

Job Title Graphic Designer

Salary Type: Exempt

Reports to: Marketing Director

Effective:

PRINCIPAL OBJECTIVE:

This full-time position designs and develops a variety of print and digital pieces in accordance with Pi Beta Phi's messaging and brand guidelines, with approximately 75% of responsibilities dedicated to graphic design and the remaining 25% supporting video, motion graphics and photography.

CORE RESPONSIBILITIES:

- Develops original creative concepts for multiple formats—digital, video, print, presentation—that support all Fraternity initiatives while maintaining brand consistency.
- Designs and produces layouts for the organization's publications, including, but not limited to, *The Arrow*, *The Bow* and chapter newsletters.
- Conceptualizes, designs and delivers visually branded assets such as logos, social media and email graphics, presentations, brochures, stationery, event materials, merchandise and promotional items.
- Develops and implements effective design solutions for all aspects of the organization.
- Executes designs from platforms/creative briefs quickly and efficiently while collaborating across teams and departments.
- Utilizes video software, such as Adobe After Effects and Adobe Premiere Pro to design and execute captivating motion graphic and kinetic typography projects.
- Plans and organizes time efficiently ensuring high standards of creative quality.
- Manages multiple projects simultaneously, adhering to project timelines, incorporating feedback and delivering projects on time.
- Other duties as assigned.

HEADQUARTERS STAFF COMMITMENTS

All members of the Headquarters staff are expected to:

- Offer premier customer service.
- Commit to a positive volunteer experience and serving the volunteer.
- Care for each other.
- Build affinity and Pi Phi Pride with every action and interaction.

QUALIFICATIONS OF A SUCCESSFUL CANDIDATE:

- Bachelor's degree in graphic design or related field of study with 3-5 years of related experience designing print and digital materials, or any equivalent combination of experience and training that provides the required knowledge, skills and abilities.
- Ability to see the big picture and the benefits of long-term perseverance, plays ideas out; sees the end at the beginning
- Recognizes and values the importance of service to others and that all can lead through service
- Possesses strong oral and written communication and presentation skills
- Builds strong partnerships and alliances with others by identifying mutual goals and fostering open dialogue; easily creates virtual teams; shares wins and successes
- Excellent working knowledge of Office 365, Mac OS and Adobe Creative Suite. Knowledge of HTML/CSS, Adobe Premiere, Adobe After Effects, videography, motion graphics, and photography a plus.
- A strong portfolio showcasing relevancy, creativity, design proficiency and previous work.

ADDITIONAL INFORMATION:

- Some travel required

Pi Beta Phi's Mission, Vision, Core Values and statements of philanthropic service and Commitment to Diversity, Equity and Inclusion can be found at pibetaphi.org/about.

At Pi Beta Phi Headquarters, we value and respect our employees and their contributions. Our total compensation approach includes base salary, benefits and a 401(k)-matching program. Each position is externally benchmarked, and the salary ranges are evaluated annually. The salary range for positions is based on local and fraternal market data and allows for various experience levels. The actual pay is based on skills, experience, education and other relevant factors. The minimum starting salary at this grade level is \$55k.

Last Revised: January 2026