



## Graphic Design Intern

Shaping Our Appalachian Region, Inc. (SOAR) is accepting applications for a Graphic Design Intern. We have a great story to tell, and there is no one better to tell it than us -- those who call Appalachia Kentucky home. We are looking for someone willing to learn, willing to increase our visibility, and committed to create compelling visual designs to complement written and video content highlighting all those working to create a future in Appalachia Kentucky.

This position is open to any high school or college students residing in Kentucky's 54 Appalachian counties.

### Position

The Graphic Design Intern will report to the Digital Media Coordinator of SOAR and work closely with our contract graphic designer to provide visually appealing and compelling graphics, infographics, etc. that aligns with SOAR's branding guidelines, program of work, and its Blueprint for the Future of Appalachia. The successful candidate will work 10-15 hours a week per semester, depending upon course schedules and other considerations. The position will be 100% virtual, and those who complete service will receive a \$1,000 stipend.

### Responsibilities

- Work in collaboration with the Digital Media Coordinator and graphic design contractor to create graphics, infographics, and other visual elements as assigned and received through SOAR's work order system. Graphic design elements will be created for a variety of platforms, including but not limited to:
  - SOAR's website
  - Social Media channels
  - Youtube
  - Constant Contact
  - Print (programs, signage, etc.)
  - Events (virtual and in-person)
- Adhere to SOAR Branding Guide to ensure all graphics present an element of consistency.



## Expectations

- Be willing to share your knowledge with our team. This is as much about us learning from you as it is you learning from us.
- Communicate clearly with passion and respect towards all ideas.
- Have a willingness to learn and lose. You cannot learn or even win if you are not willing to fail and lose.
- Be a team player. SOAR's work is not about any one of us, but all of us working together.
- Speak up and share ideas. We want you to be a part of making us better.
- Promote a spirit and tone of engagement and inclusiveness in all work.

## Qualifications

- Passionate about SOAR's mission and impact
- Knowledge and proficiency in the Adobe Creative Suite, specifically Photoshop, Illustrator, and InDesign.
- Provide a graphic design portfolio.
- Basic knowledge of website platforms such as Squarespace, WordPress, etc.
- Comfortable prioritizing a variety of key initiatives concurrently
- Self-starter, able to work independently, enjoy creating and implementing new initiatives.
- Maintains high-level and consistent work ethic in working relationships and all work-related duties
- Proficient with Microsoft Office; social media applications including Facebook, Twitter, LinkedIn.

## Why SOAR

- **Reputation** – SOAR as an organization has a highly respected track record of getting results across its service region... its credibility is strong
- **Region** – Our region is full of talented, hard-working, energetic, and proven people who are ready to support any and all worthwhile efforts dedicated to increasing economic opportunities now and for future generations
- **Team** – SOAR has a small but energetic team of 11 who show up each and every morning with a burning desire to get real results for Appalachia Kentucky
- **Plan** – SOAR has an audacious goal of getting Last Mile broadband done in Eastern Kentucky in the next 3 years along with working to make Eastern Kentucky be seen as a premier destination for job seekers; capital; and tourists.

# SOAR

## Our SOAR Culture:

- **Dream Big** – personally and professionally... with our work, no idea is ever too big
- **Work Hard** – our work is challenging but extremely rewarding... it requires an understanding that all team members will get out what they put in
- **Learn Constantly** – SOAR is seen as a thought-leader on rural America with respect to community redevelopment and capacity-building... our team members must always be sharpening their axes through intentional learning and engaged curiosity
- **Enjoy Life** – we seek team members whose outside hobbies and passions rival their excitement and drive for their every day work