



JOB TITLE | Branding Expert

REPORTS TO | CEO

SALARY | 12-month salary

LOCATION | Remote

JOB CLASS | Full-time; non-exempt [Negotiable for part-time].

Civic Access is Deaf & Women-owned social enterprise company that provides high quality communication services with the mission of giving back 10% of the company's revenue into the deaf community. Civic Access was founded in 2014 in Charlottesville, VA, and organically became a nationwide organization following the deaf client's preferences. We aim to continue to grow while honoring and serving the deaf clients nationwide. We offer a wide range of communication services: onsite ASL interpreting, Virtual Remote Interpreting, Captioning and CART services. We proudly employ a group of deaf people at the administration level of our organization. While we are a home to our local community and provide service nationwide, Civic Access service specializes in various settings which include K-12 and secondary education settings, mental health and medical interpreting, executive leaders interpreting, DeafBlind interpreting, and all varieties of community contracts for any of the Deaf clients.

The digital branding will be responsible for branding strategy including creativity, researching within the diverse communities to create successful materials that aligns with the Company's mission and values in social impact. At its core, digital branding facilitates communication between a company and its customers. This can be as simple as making it easy for customers to find information about us, communication access, advocacy resources, or helping them quickly get great customer service. Ultimately, we are looking for someone who can manage our company's branding to become resourceful, informative, and accessible to the communities we serve.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Core duties and responsibilities include the following.

- Develop our social media strategy.
- Collect and report feedback from the community on the company's positioning.
- Craft our differentiation strategy.
- Maintain an active company presence on company social media platforms.
- Create guidelines that define our company's mission and values both online and offline.
- Assess the performance of our advertising campaigns and events.
- Analyze market trends and identify new opportunities and challenges.
- Budget-management skills and proficiency.
- Familiarity with the latest trends, technologies, and methodologies in graphic design, web design, productions, etc.
- Analytical skills to forecast and identify trends and challenges.
- Creativity and Innovation in our virtual branding presence.

- Collaborate with the team to develop branding strategies.
- Perform other duties as assigned as fit with the spirit and mission of Civic Access.

ESSENTIAL KNOWLEDGE AND CHARACTER TRAITS:

- Branding Experience Preferred.
- Graphic design software competency.
- Ability to communicate clearly in written English and American Sign Language (ASL).
- Prior work experience as a Brand Strategist or similar role in marketing and/or branding.
- Excellent understanding of Digital Branding.

ESSENTIAL MINDSET/CHARACTER QUALITIES

- Data and community-driven thinking.
 - Passion and commitment for Civic Access Mission.
 - Demonstrate competency and experience in diversity and equity work.
 - Growth mindset.
 - Respect and honors the diversity within the d/Deaf communities including the underrepresented groups such as BIPOC communities.
 - Carry out the Civic Access Mission and Vision while working onsite or remotely.
 - Ongoing lifework in listening to our communities.
 - Strategic thinker and planner.
 - Intrapreneurial spirit.
 - Emotional Intelligence and adaptability.
 - Positive attitude towards all employees.
 - In-depth understanding of the company's current services and future concepts.
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COMPETENCIES

To perform in this position successfully, an individual should demonstrate the following competencies:

- **Project Analytics** – The ability to draft reports, run reports, dial into big picture items and give insight to the team.
- **Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; and accepts responsibility for their own actions.
- **Adaptability** - Able to deal with frequent change, delays, or unexpected events.
- **Strategic Thinking/Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Uses reason even when dealing with emotional topics.

- **Interpersonal Skills** – The ability for solving conflict, Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.
- **Communication** - Communicates clearly and diplomatically in all situations; gets clarification if needed; a clear grasp on written English and ASL; able to read and interpret written information.
- **Teamwork** - Balances team and individual responsibilities; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Supports everyone's efforts to succeed.
- **Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.
- **Attendance/Punctuality** - Is consistently in communication with the CEO in regards to attendance and punctuality; Arrives at meetings/appointments on time, and delivers the work on time.
- **Dependability** - Keeps commitments and completes tasks on time or notifies appropriate persons with an alternate plan.
- **Anti-Bias practice** - Keep learning and working to underpinning perspectives, which permeates everything that happens in daily settings, including your interactions with clients/customers, communities, and colleagues that will lead you to shape how you work together each day.

To apply, please submit a cover letter of interest and resume to HR@civicaccess.com

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change as fits with the mission and spirit of Civic Access.

We are an equal employment opportunity employer. We do not discriminate on the basis of race, color, religion, national origin, sex, age, disability or any other status which may be protected by Federal, State or local law. We encourage interested applicants from diverse, marginalized, and/or under-represented groups to apply.