



Seattle Arts & Lectures Graphic Designer Request for Information

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Seattle Arts & Lectures (SAL) is looking for a graphic designer to partner with the organization to provide ongoing design support for its events and programs beginning in April.

Organizational Background: Founded in 1987, Seattle Arts & Lectures (SAL) has a staff of nine, a nineteen-member Board of Directors, and an annual budget of just under \$2 million. SAL champions the literary arts by engaging and inspiring readers and writers of all generations in the greater Puget Sound region, and fulfills its mission through seven programs: the Literary Arts Series, presenting the world's finest writers and cultural thinkers; the Poetry Series, featuring readings by emerging and established poets; SAL Presents, showcasing timely and topical special events; Hinge, featuring new books by and for the next generation with accessible ticket prices; Women You Need to Know (WYNK), celebrating amazing women authors, artists, and thinkers; Sherman Alexie Loves, curated and hosted by Seattle favorite Sherman Alexie; and our award-winning literary arts education program, Writers in the Schools (WITS).

SAL's public programs are presented on various stages around Seattle in venues ranging from 300-2,500 seats. Last season, over 22,600 patrons attended approximately 25-30 events from September through June. On the education side, for 22 years WITS has matched local, professional creative writers with public schools to inspire students to tell their stories, improve their reading and writing, and explore their imaginations through sequential and innovative creative writing education. WITS is a core part of SAL's mission to provide transformative literature experiences for all ages, and in 2016/17 WITS Writers-in-Residence are working with 26 public schools and Seattle Children's Hospital to inspire and engage over 6,000 young people.

Through our public and education programs, SAL directly serves more than 29,000 Puget Sound children and adults annually. These programs transcend boundaries such as age, race, gender, and socioeconomic status to engage an audience that reflects the region's rich diversity.

Project Summary: Working with SAL's Community Engagement Coordinator, the

designer will be responsible for maintaining SAL's public-facing image and brand integrity through messaging and design, carrying SAL's visual identity across multiple channels and media. In the upcoming 2017/18 season, SAL will be celebrating 30 years of programming. This position would support marketing efforts for approximately 25 staged lectures and readings, advertising campaigns with multiple media partners, and regular direct marketing through mailings and emails.

Design projects include, but are not limited to:

- Postcards, and other direct mail pieces
- Print and digital advertising
- Email newsletter graphics and template design
- Social media advertising
- Printed event programs
- Posters, PowerPoint templates, and other visual displays

Qualifications: SAL has an existing design concept and set of layouts that an incoming designer will be asked to work with. All original fonts and graphic assets will be provided. SAL also has an immediate need to provide event programs and a small number of print ad layouts to complete the 2016/17 Season. Candidates should be fluent in Adobe Photoshop, Illustrator, and InDesign, working with the latest versions of software to stay compatible with all vendors and/or partners. Familiarity with video creation software including Adobe Premiere Pro is a plus.

Time Commitment & Billing: Time required varies depending on project needs and the time of the year, but monthly time usually ranges from 28-80 hours. Designers must be available during regular office hours on a weekly basis due to the nature of SAL's events and necessary work involved. Billing is done on an hourly basis.

To Apply: Interested candidates should supply a portfolio of relevant work for review, along with a proposal for project rates.

Questions and proposal submissions may be directed to Amelia Peacock, Community Engagement Coordinator, by email at apeacock@lectures.org. For best consideration, please submit by **March 23, 2017**. Finalists will be invited for an interview.