

## Design Lead Job Description

The **AIGA DC DotGov** initiative is being refreshed and restarted for the DC design community. As part of that work, this position (Design Lead) will assist the DotGov Civic Design Chair in support of the DotGov initiative's multiple communications efforts, with several specific stated goals:

### 1. Short-term (Spring/ Summer 2025)

- a. Design digital and print assets, and plan / build additional design deliverables and processes to help drive ticket sales / RSVPs to DotGov events.

### 2. Long-term (Fall 2025 Conference)

- a. Expand on DotGov's [recently rebranded look and feel](#) to give breadth and texture to the fall 2025 conference, and plan / build additional design communications deliverables and processes to target and rebuild awareness of the DotGov initiative. (*DotGov rollout*)
- b. Plan / build additional design communications deliverables and processes to drive ticket sales / RSVPs for the fall 2025 DotGov Conference sessions.

The **Design Lead** will work together with the Communications, Social Media, Programming and other DotGov committee members to help the DotGov Civic Design Chair develop the necessary strategy, processes, and best practices to ensure DotGov events (both big and small) are able to meet ticketing / attendance goals, connect the DC government and civil society design community, and deliver experiences that enhance our audience.

About the 2025 Conference: *The DotGov Design Conference 2025 will be a volunteer-run conference that honors and unites civic tech experts, offering a range of programming such as keynote speeches by renowned designers, smaller workshops, and more. The conference theme is Inclusive by Design: Empowering Civil Servants and Advocates Through Design.*

*The DotGov Design Conference 2025 has expanded its scope to encompass diverse fields, interests, and members of the federal, state, and local government design community at all levels, **as well as the civil society and nonprofit design community.***

## **Key Responsibilities**

The Design Lead is responsible for supporting communications efforts by helping to ideate, develop, review, and implement DotGov's design materials and strategy. In practice, these core responsibilities may include:

- Clearly defining goals and deadlines, and working to communicate re: assigned tasks and deliver products on time.
- Ensuring a brand and style across all platforms.
- Coordinating with the Communications Director and team, to provide branding, animation, and marketing graphics in tandem with the editorial calendar as needed.
- Working with the Programming Director and team to design conference marketing materials, including social media graphics, web graphics, presentation decks, and wayfinding signage.
- Leading design effort for DotGov Design 2025 swag.
- Implement and enforce the quality control / approval process cadence for all design assets.
- Ensure maintenance of style and tone of content, in accordance with DotGov's voice and the AIGA DC style guide.
- Work with various teams to develop marketing collateral/swag for DotGov initiative and events
- Pitch thematic digital content for DotGov / AIGA DC platforms.
- Report to the DotGov Executive Team about the performance and outcomes of their work
- Create documentation for the transfer of knowledge to the future DotGov leaders and volunteer committee

members

In an average week, the Design Lead might:

- Attend the weekly check-in for the DotGov Communications or Design Teams.
- Check-in with DotGov Executive Team members on the progress of a given task, such as changes to the 2025 conference swag mockups
- Prepare a draft agenda or deck for a committee meeting.
- Review copy and design mockups for a marketing email.
- Monitor communication between teams about a deliverable
- Brainstorm an opportunity for a novel marketing campaign to drive ticket sales to an event.

## **What We're Looking For**

In addition to a breadth of design skills, the ideal candidate:

- Is persuasive, resourceful, and possesses excellent
  - Relationship-building,
  - Communication, and
  - Management skills.
- Is a passionate individual who believes in the mission of DotGov Design to cultivate, celebrate, and communicate design and its impact across government and civil society.
- Is committed to learning and proactively seeks opportunities to ask questions and learn to grow in their role.
- Will bring a unique perspective to DotGov Design and can communicate in ways AIGA DC has not thought of before.

## **Meeting and Time Commitments**

- **An average week may require 5-8 hours of work between designing / editing, developing assets and coordinating details, and checking in with the DotGov Executive Team and other volunteer teams.**
  - During the Spring/Summer, this might look like 4+

hours per week as we get started, but as we get into the heavy-lifting of planning during the Fall the time requirement is likely to look like 8+ hours per week.

- Participates in meetings with the Executive Team and the Communications team, and other volunteer committee meetings as needed.
- Responds to all Slack requests within 24 hours and monitors relevant channels to address any issues proactively.
- Monitors and responds to all emails promptly.
- Flags any possible support outage ASAP to allow for planning.