

# Cal Poly Humboldt Sponsored Programs Foundation

## Job Announcement

*This is not a state position*

**Job Title:** Marketing & Design Specialist  
**Location:** Arcata, CA preferred; hybrid remote available  
**Hours:** Full Time, 12 months/year, Non-Exempt  
**Salary:** \$52,000 - \$68,000, DOE  
**Project Name:** Northern California Small Business Development Center Lead Center (Norcal SBDC)  
**Supervisor:** Marketing Director

*Help 30,000+ entrepreneurs see what's possible*

NorCal SBDC is transforming how we tell our story. As our Marketing and Design Specialist, you will help build the visual and narrative foundation for Northern California's premier small business support network. This role combines strategic design thinking with hands-on creative execution—perfect for someone ready to make their mark while making a difference.

Working closely with our Marketing Director, you will create compelling visual stories, develop cohesive brand experiences, and ensure our small business clients and entrepreneurs see themselves reflected in everything we create.

### Responsibilities

#### Visual Strategy & Brand Development (40%)

- Lead our visual identity evolution across digital and print
- Create and maintain brand guidelines that actually get used
- Design templates and toolkits that help 18 centers stay on-brand
- Develop visual frameworks that make business concepts click
- Ensure everything works beautifully across languages and abilities

#### Content Creation & Campaigns (30%)

- Design for integrated campaigns from concept to completion—including social media, email, web, print, and event materials
- Translate copy into compelling visuals that adapt our brand voice across channels and audiences
- Transform data and success metrics into "aha!" infographics
- Create social graphics, email designs, web banners, and event materials
- Develop evergreen resources like guides and presentation templates
- Craft multimedia content including simple animations and video clips

#### Digital Engagement (20%)

- Manage our social presence across LinkedIn, Instagram, and YouTube

- Coordinate email campaigns that entrepreneurs actually want to read
- Monitor what's working and iterate based on real data
- Amplify local success stories with regional reach

### **Innovation & Growth (10%)**

- Test AI tools (Midjourney, Canva, Magic) to scale creativity
- Document workflows for consistent content creation
- Pilot new ways to reach entrepreneur communities
- Contribute fresh ideas in weekly creative sessions

## **What You Bring**

### **Technical Proficiencies**

- Advanced Adobe Creative Suite (Photoshop, Illustrator, InDesign); Figma/Canva
- Website, Social Media, Email platform experience
- Basic experience with AI tools (ChatGPT, Midjourney, Canva Magic)
- Understanding of print production, digital specifications, and file management
- Comfortable with basic metrics interpretation and data visualization

### **Must-Haves Qualifications:**

- Bachelor's degree in Design, Marketing, or related field (or equivalent portfolio)
- 2-3 years experience in marketing design or creative services
- Strong background using Adobe Creative Suite skills (Photoshop, Illustrator, InDesign) + Figma or Canva
- Strong portfolio showing both strategic thinking and visual execution
- Ability to write clear, engaging copy
- Comfort with basic metrics and data visualization
- Ability to connect creative decisions to business objectives
- Sensitivity to design and message across different communities and languages
- Juggle multiple deadlines while maintaining quality standards
- Work effectively with stakeholders from advisors to SBDC executive team
- Eagerness to explore new tools and adapt to changing needs
- Ensure consistency and high quality across all deliverables

### **Great-to Have Qualifications:**

- Experience with government, nonprofit, or education sectors
- Bilingual skills (especially Spanish, Mandarin, or Vietnamese)
- Video editing and motion graphics abilities
- WordPress and email marketing platform (e.g.: Constant Contact) knowledge
- Understanding of small business challenges

## Why Join SBDC

- Salary \$52-68 K (DOE) plus benefits
  - Hybrid schedule – mix of in-person and remote work.
  - Professional development opportunities including design courses, networking events, and AI-tool training.
  - Meaningful mission-based work that directly supports Northern California entrepreneurs
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## Ready to Apply?

Please send us:

1. **Resume** highlighting relevant experience
2. **Cover letter** that includes:
  - What excites you about designing for small businesses
  - A specific example of how you've simplified complex information through design
  - One visual idea for making the SBDC appealing to entrepreneurs
3. **Portfolio** (4-5 pieces) including at least one campaign
4. **References** from three professional contacts.
5. [Cal Poly Humboldt SPF Employee Information Form for Applicants](#)

**Email:** careers@norcalsbdc.org **Subject:** Marketing & Design Specialist - [Your Name]

**Application Review Date:** 7/11/2025, position is open until filled.

Cal Poly Humboldt Sponsored Programs Foundation is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, age, sex including sexual orientation and gender identity, national origin, disability, protected Veteran Status, or any other legally protected status. More information about Cal Poly Humboldt SPF's Equal Employment Opportunity hiring can be found [here](#).

SPF adheres to the policy of employment at will, which permits the employer or the employee to end the employment relationship at any time, for any reason, with or without cause or notice as permissible by law. No SPF representative other than the Executive Director may modify at-will status and/or provide any special arrangement concerning terms or conditions of employment in an individual case or generally and any such modification must be in a signed writing.

Maintaining eligibility to work in the United States is a condition of employment. Cal Poly Humboldt Sponsored Programs Foundation does not sponsor visas for staff, management, or temporary positions.

For assistance with the application process, please submit an Accommodation Request Form, which can be found [here](#) or contact ADA Coordinator at 707.826.3626 or confidential fax at 707.826.3625. For more information regarding accommodation, you may also visit the Cal Poly Humboldt Human Resources website at <https://disability.humboldt.edu/>. Individuals in need of a telecommunications relay service may contact the California Relay Service at 877.735.2929 TTY.