

Graphic and Instructional Designer

Duration: Permanent
Work Location: Arlington, VA (Rosslyn metro) | Temporary/partial remote due to COVID
Posting Expiration Date: Until Filled – Application review begins November 15

Organization Overview: The Center for Regional Economic Competitiveness (CREC) is an independent, 501(c)3 not-for-profit organization based in Arlington, Virginia, founded to provide policymakers with the information needed to formulate and execute innovative, regional, job-creating economic development strategies. CREC provides research, technical assistance, and training to federal, state, and local policymakers as well as to national networks of professionals in related fields.

For the past 20 years, CREC has connected, trained, and supported thousands of professionals producing and utilizing data for decision making and has promoted innovations in the data available to guide economic development and talent development to foster regional competitiveness. Over the next five years, CREC will expand programming to ensure that partner organizations strategically address gaps that limit future-oriented, evidence-based policy and program development at the state and local level.

Position Summary: Reporting to the curriculum and training team lead, the Instructional Designer will collaborate in the development of innovative training programs through the creation of asynchronous, blended, and live, instructor-led training curriculum. This is an excellent opportunity for someone with graphic and video design skills who is eager to enter the field of instructional design and eLearning development. Strong project and relationship management skills are required, as well as the ability to work independently.

- Capabilities & Responsibilities:**
- Serve as an in-house curriculum consultant and developer, supporting training across different client groups, under the supervision of the instructional design team lead.
 - Provide graphic design services (e.g., producing visual aids, designing original icon sets, creating custom motion graphics, and editing videos) in support of curriculum development and promotion.
 - Organize workflow for multiple training/eLearning projects, from initial design and prototyping stages to completion.
 - Design and develop curriculums and other learning solutions in multiple formats (e.g., diagrams and other visual aids, instructional videos, SCORM-based eLearning

modules, animated demonstrations, PowerPoint presentations, and supplemental learning resources).

- Determine and implement appropriate learning strategies and approaches for diverse audiences.
- Provide editing and quality control for training deliverables and communications.

Preferred Skills & Experience:

- Bachelor's degree
- Permission to work in the U.S. is required
- Preference will be given to bilingual, Spanish-speaking candidates.
- Demonstrated visual design skills (whether from academic coursework, volunteer work, or professional experience).
- Ability to work cross-functionally with Subject Matter Experts (SMEs), multiple teams, and stakeholders—soliciting and incorporating feedback to make necessary changes.
- Excellent oral and written communication skills, including grammar, mechanics, standard usage, and punctuation.
- Highly effective time and project management skills, with the ability to organize, prioritize, coordinate, and implement multiple projects.
- Proficiency using graphic design tools (Snagit, Illustrator, Photoshop, InDesign).
- Proficiency editing and producing professional-quality videos (Camtasia, Premiere Pro, After Effects).
- Basic familiarity with learning management systems (LMSs) such as Moodle and Canvas.

Our Benefits: For full-time regular employees, CREC provides medical, dental, and vision insurance and a Health Savings Account, paid Federal Holidays, Paid Time Off Leave accrual, contributions to a company 401k Retirement Savings Plan, plus special leave for the end-of-year holiday season.

Application Requirements: Send a resume, cover letter, writing sample, and graphic design sample to jallison@crec.net. Your cover letter should explain why you are interested in the field of instructional design and what attracts you to CREC's mission and work. If we invite you to interview, please be prepared to share several samples of your graphic designs/videos.