Position Title: Creative Director

Status: Independent Contractor; Part-time; Flex schedule

Work Location: Remote

Reports to: Chief Executive Officer

Compensation: $3,900/month for 45-60 hours/month

Date Posted: May 18, 2022

To Apply:
Send resume, cover letter, and three design samples to IBPA CEO Angela Bole at angela@ibpa-online.org with the subject line “IBPA Creative Director.” Review of applications will begin immediately and continue until the position is filled. Select applicants will be asked to create an original full-page ad promoting an IBPA product. No phone calls, please.

About the Independent Book Publishers Association (IBPA):
Founded in 1983 to support independent publishers nationwide, the Independent Book Publishers Association (IBPA) leads and serves the independent publishing community through advocacy, education, and tools for success. With over 4,000 members, IBPA is the largest publishing association in the U.S. Its vision is a world where every independent publisher has the access, knowledge, and tools needed to professionally engage in all aspects of an inclusive publishing industry.

IBPA is an Equal Opportunity Employer and values the array of talents and perspectives that a diverse workforce brings. All qualified applicants will receive consideration for employment without regard to race, national origin, religion, age, color, sex, sexual orientation, gender identity, disability, or protected veteran status. This policy extends to all terms, conditions, and privileges of employment as well as the use of all company facilities, participation in all company-sponsored activities, and all employment actions such as promotions, compensation, and benefits.

About IBPA staff:
IBPA staff members are in a special position to work in service to, and in partnership with, the association’s vibrant independent publishing community. IBPA staff efforts are aligned to deliver an excellent member experience, ensure organizational strength, advocate for independent publishing, and advance diversity, equity, and inclusion within IBPA and throughout the field of publishing. IBPA staff are committed to on-going learning, with a focus on acquiring knowledge about the tools necessary to successfully carry out the staff member’s specific job requirements.

Job Description:
IBPA’s Creative Director is an experienced graphic design professional able to work independently and as part of a team. Working in close collaboration with various members of the IBPA staff, the Creative
Director is responsible for branding IBPA across its myriad products and services, as well as coordinating with printers and other vendors for select products.

**Job Qualifications:**

- At least 10 years graphic design experience preferred.
- Excellent written and oral communications skills.
- Ability to multi-task and manage time effectively.
- Innovative problem solver able to manage multiple projects and priorities successfully.
- Ability to communicate with others in a way that is supportive and caring, builds consensus, and resolves conflicts.

**List of Projects:**
IBPA runs a July 1 through June 30 fiscal year. The projects below are representative of the larger projects that need to be completed in each month. Things do shift and smaller graphic design projects will be needed on a rolling basis.

EDU = Existing Designs Updated

**JULY**
- *IBPA Independent This Week* e-newsletter digital banners (12x)
- IBPA Publishing University Postcard 5x7
- IBPA Publishing University FB Photo
- IBPA Publishing University Homepage Slider
- IBPA Publishing University digital ads (4 sizes)
- IBPA Publishing University full pg print ad for IBPA Independent
- IBPA Publishing University 2/3 pg back cover ad for IBPA Independent
- Fall Bookstore Catalog (64 pgs)

**AUGUST**
- Winter Bookstore Catalog digital banner (EDU)
- Fall Bookstore Catalog Donation digital banner (EDU)
- IBPA Publishing University Tear-off Postcards 6x4 (2 different designs)
- Publishers Weekly Fall cover package (cover design and 4-6 following pages)

**SEPTEMBER**
- Frankfurt Bookfair digital banner (EDU)
- “Build Your Brand” Workshop digital banners (2 sizes)
- Call for Board Nominations digital banner (EDU)
- Web store product icons as needed

**OCTOBER**
- Winter Bookstore Catalog (52 pgs)
- Frankfurt Bookfair Catalog Cover design
- Frankfurt Bookfair signage
- Frankfurt Bookfair template for digital book display (EDU)
- IBPA Publishing University Sponsorship Opportunities brochure (8 pgs and updated as needed)
• IBPA Publishing University Attendify digital graphics (10-14 banners including “Sponsored by ...”
banners)
• IBPA Publishing University digital coupons (8 different designs)

NOVEMBER
• IBPA Brand Standards Manual (updates as needed)
• Spring Bookstore Catalog digital banner (EDU)
• Library Eblast graphics (29 product icons & 4 digital banners)
• “IBPA Independent This Week” dated digital banners (50)
• Media Outreach digital banner
• IBPA Publishing University Keynote Speakers digital banner

DECEMBER
• IBPA Publishing University Schedule brochure (13 pgs with updates as needed)
• PubU Online Webinars digital banners (for homepage slider & other eblasts)
• IBPA Independent magazine media planner (updates as needed) (EDU)

JANUARY
• Spring Bookstore Catalog (40 pgs)
• Committee digital banners (6 with updates as needed) (EDU)
• Publishers Weekly digital banner (EDU)
• Publishers Weekly Spring cover package (cover design and 4-6 following pages)
• Education Flyer (possibly 3 more of these of other topics)
• Sell Sheet for Member Benefits (Top 10 Reasons...) (EDU)
• PubU Online Workshop digital banner
• IBPA Benjamin Franklin Award Certificates (3)
• IBPA Publishing University Swag (includes tote bag, other promo/gift items)
• PubU Online Webinar graphics for 12 events (2 sizes for each)

FEBRUARY
• Library Journal digital banner (EDU)
• IBPA Publishing University Spotlight Speakers digital banners (6)
• IBPA Publishing University Program (36 pgs)
• Spring Bookstore Catalog Donation digital banner (EDU)
• Summer Bookstore Catalog digital banner (EDU)

MARCH
• IBPA Publishing University Signage (28 of varying sizes)
• IBPA Publishing University Lanyard Button
• IBPA Publishing University Treasure Hunt card
• IBPA Publishing University Box Postcard 5x7
• IBPA Benjamin Franklin Award Announcement of Finalists digital banner (EDU)
• IBPA Benjamin Franklin Award Trophies (57 categories)
• IBPA Benjamin Franklin Award Program (12 pgs)
• IBPA Benjamin Franklin Award PowerPoint slides (using brand graphics from Call for Entries)
• Publishers Weekly 150th Anniversary Full pg print ad
• Business Card updated for staff member (EDU)
• SoundCloud Logo
• Summer Bookstore Catalog (32 pgs)
• Annual Membership Meeting digital banner (EDU)

APRIL
• Marketing Ad for IBPA Independent 2-pg spread (EDU)
• Fall Bookstore Catalog digital banner (EDU)
• IBPA Publishing University Drink Tickets (2 different) (EDU)
• BFA Gold & Silver Seals (reorder—no changes)
• Library Journal Ad — 4 interior pgs of book listings

MAY
• Summer Bookstore Catalog Donation digital banner (EDU)
• Fall Bookstore Catalog
• Announcing BFA2022 Winners digital banner (EDU)
• IBPA Committees digital banners (EDU)

JUNE
• IBPA Benjamin Franklin Award digital banners (2)
• Member Benefits banner template
• Publishers Weekly Fall Cover digital banner (EDU)
• NetGalley Digital Galley full pg print ad
• IBPA Publishing University Theme design
• IBPA Benjamin Franklin Award Theme design
• IBPA Benjamin Franklin Award Call for Entries (4 pgs)
• Update IBPA Publishing University logo to current year