EmPower is a fast growing solar electric engineering and installation company that is accelerating the clean energy revolution in New York and beyond. Our mission is to EmPower people to use renewable energy to control energy costs, protect the environment and achieve energy security. It is our vision that renewable energy will lead to a more prosperous, healthy and civil world. EmPower has worked hard to achieve an outstanding reputation in the marketplace. We are seeking a freelance graphic designer to work with the marketing team to build on EmPower Solar's success and work collaboratively to increase the company's growth and impact.

POSITION SUMMARY
The graphic designer will be responsible for development and production of creative branding upgrades, and design critical marketing and sales collateral, including but not limited to infographics, presentations, and brochures. This work will represent EmPower and enhance its brand.

The freelance graphic designer will report to the marketing manager, and work collaboratively with the marketing and sales team, along with other departments. EmPower is seeking a highly talented and motivated designer with a developed, clean and modern aesthetic. EmPower marketing team members are hard-working, dependable, creative, detail oriented and have a passion for excellence. They represent the EmPowering Way.

PHASE I: SCOPE OF WORK
• Enhance logo and overall branding.
• Design templates for key marketing collateral: brochures, product overviews, PowerPoints.
• Design templates for sales collateral: financial and technical proposals.
• Design infographics about solar energy and related systems.
• 6 – 8 week timeline for Phase I.
• Weekly meetings: Join the marketing department and other relevant EmPower team members for regular collateral meetings to discuss progress.

PHASE II: SCOPE OF WORK
• Website design updates and app development.
• Build and maintain graphic library.
• Ongoing consultation for key graphics requirements, including advertising campaigns, announcements, etc.

QUALIFICATIONS
• Work Experience: Minimum 5 years related experience. Exceptionally satisfied clients.
• Mastery of Creative Adobe Suite. Illustrator, Photoshop, InDesign
• Experience working with Microsoft Office Suite is required. Word, Excel PowerPoint.
• Web design experience. App design/development is a plus.
• References: 2+ References.
PERSONAL CHARACTERISTICS

- Excellent communication skills and a strong team ethic.
- Highly conceptual and a creative thinker
- Excellent organizational skills
- Demonstrated eye for graphic, typography and color theory skills in printed and electronic materials.
- Candidate must be a self-starter and have the ability to take initiative and bring fresh approaches to each project with minimal guidance in a fast-paced, deadline driven environment.
- Technical production skills are necessary and require a demonstrated ability to effectively use the Adobe Creative Suite and Microsoft Office Suite for web and print media.
- A strong understanding of the EmPower brand and the ability to uphold the brand aesthetics throughout all graphic material.
- Sharp creative development skills—ability to work directly with senior staff to bring clarity to ideas/concepts and evoke compelling solutions through infographics.
- Represents the EmPowering Way: professionalism, teamwork, excellence, client focus, and commitment to clean energy.

COMPENSATION

Hourly or project rate is based on finalized project outline, qualifications, and past experience.

Part time or full time position may be available depending on project performance. A full time position would include salaried compensation and full benefits: 4% match 401 k program, health, dental, vision, and two-weeks of annual vacation.

HOURS

This is a freelance position that includes in-office hours as well as working within your own schedule. Candidate must be willing to work evenings and weekends if necessary to meet project deadlines.

APPLICATIONS

Please email the following to opportunity@empower-solar.com, Subject “Graphic Design Freelance”

1. Resume
2. Portfolio
   a. Examples of past work to include but not limited to branding and identity, book and booklet design, printed and web designs, event collateral design.
   b. Website design
   c. Advertising and Marketing campaign summaries and supporting documents

EmPower is an equal opportunity employer committed to diversity in the workplace. Additional information about EmPower is available at www.empower-solar.com.