

ILLUME

Job Title: Content Developer and Designer

Status: Exempt, 40 hours per week

Location: Tucson, AZ (preferred); Madison, WI; Remote

**Remote and Madison-based candidates will be considered and will be required to travel to hub offices quarterly.*

JOB SUMMARY

We seek a dynamic individual to join the ILLUME Team as a Content Developer and Designer. This role involves designing, developing, and producing external reports and in-house marketing materials. As part of ILLUME's Marketing and Business Development Team, you will collaborate to create materials that accurately represent our brand.

The ideal candidate should have expert design knowledge, strong conceptual and production skills, and experience executing projects from concept to completion. Required skills include image editing, layout and design, copywriting, social media management, and audio and video editing.

The Content Developer and Designer must work within established brand guidelines while innovating and pushing boundaries across different platforms. This role involves multiple time-sensitive tasks that require a high level of attention to detail.

JOB DUTIES INCLUDE:

You will be responsible for the design and delivery of creative assets to meet the various needs of the Marketing and Business Development (MBD) department, including:

Content Development:

- Write and collaborate with team members to draft and create blog posts, case studies, reports, social media posts, and email marketing campaigns.
- Translate ILLUME's technical work into multiplatform, multimedia content that resonates with business and public audiences including pitch decks, conference presentations, and marketing campaigns.
- Proofreading and formatting of ILLUME reports, proposals, and marketing and business development collateral.
- Collaborate with ILLUME's subject matter experts (SMEs) to co-create stories that elevate their work and align with ILLUME's global brand and business development strategic plan.
- Support the MBD Team in the creation of ILLUME's annual magazine by contributing to content brainstorming, layout design, and publication.

Design:

- Create visual assets for graphic design and marketing collateral materials for reports and company marketing on an array of primarily digital platforms, including video and animation.
- Work with template-style documents, i.e., reports and marketing content. Print design and production are a plus, specifically strong layout and typographical skills.
- Update and manage visual assets to be used across multiple delivery platforms—print and digital (including video).
- Data visualization, including information graphics experience is a plus.

Collaboration and Communication:

- Collaborate with cross-functional teams, including marketing, content, and development, to ensure cohesive and consistent branding and messaging.

REQUIRED EDUCATION

- Bachelor's degree or equivalent years of experience in relevant areas such as business, marketing, communications, or another applicable field.

REQUIRED QUALIFICATIONS

- Strong conceptual and creative thinking skills, as well as a solid knowledge of typography, color theory, design systems, and layout principles.
- Ability to work in a fast-paced environment and manage multiple projects simultaneously.
- Expertise in Adobe Creative Cloud, specifically Photoshop, Illustrator, and InDesign.
- Proficient in Microsoft Office, specifically PowerPoint and Word.
- Good understanding of marketing principles, social media, and photography.
- Knowledge in developing creative concepts and campaigns that work consistently across various materials.
- Ability to follow creative direction, maintain brand standards, and work collaboratively. Ability to respond effectively and appropriately to feedback.
- Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams.

OTHER DUTIES

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

SALARY AND BENEFITS

The salary for this position will depend on the education, professional experience, industry experience, and subject matter expertise of the applicant. The salary band for this position is \$65,000 to \$80,000.

ILLUME offers competitive benefits packages including:

- Medical, dental, and vision insurance options
- 401k plan & company match of 3%
- Generous and flexible time off (6+ weeks including holidays)
- Opportunities for professional development and growth
- Flexible work schedule

TO APPLY

Please upload a cover letter, resume, and writing and design samples/report samples from past work to [\[INSERT LINK\]](#).

In the subject line of your email, indicate the following:

In your cover letter, provide us with:

- A sense of who you are by being honest, creative, and “yourself.”
- Please include your desired location and how you will ensure collaboration and availability to your colleagues in a remote environment.

Expect that we will carefully review all materials, including your cover letter. Incomplete applications will not be considered.

For any questions or concerns, please email hire@illumeadvising.com.

ILLUME will accept applications until the position is filled.

WORKING CONDITIONS

ILLUME employees work in a hybrid work environment and we continuously monitor public health guidelines to make any updates necessary to ensure the health and safety of all employees. This position requires sitting (or standing) for long periods of time at a computer; and communicating by telephone and email. The dress code at ILLUME is business casual (“pulled together”). This position requires some travel.

COLLABORATION

Collaboration is the minimum standard at ILLUME. Team members build trust through regular, open, and honest communication and by working together across the company to ensure the success of every project. By working together, we create the momentum to accomplish our company objectives and together attain exceptional results.

BACKGROUND SCREENING AND DRUG TESTING

Many clients of ILLUME Advising require individuals who will be working with confidential information, visiting client customer homes or businesses, or meet another contractually required circumstance to pass a background screen and/or drug test. In the event you are assigned to work on a contract with client ordered screening requirements you will be required to complete the client's required screening before working on the project with appropriate notice. The results of background screening and drug testing are used solely to meet client criteria for working on specific projects.

COVID-19

ILLUME requires staff to have been vaccinated against COVID-19 or must be willing to receive a vaccine against COVID-19 within 45 days of hire where permitted by applicable law. This is a mandatory requirement except for employees with documented medical reasons and/or exceptions in accordance with the Civil Rights Act.

CULTURE AND COMMITMENT AT ILLUME

Our Vision: ILLUME is the premier consultancy for advancing, re-envisioning, and equitably transforming the energy industry. We align clean energy and social justice imperatives and give primacy to human dreams and aspirations so that all can thrive in a clean energy future.

Our Commitment to Team Values: At ILLUME, we value the diverse lived experiences of our team. We view diversity, equity, and inclusion (DEI) as an on-going commitment and investment in the growth of our employees, the growth of our company culture, and the growth of our industry. By centering environmental justice, climate change mitigation, and social justice in our work, we aim to transform the way the energy industry looks at its challenges. We believe that our collective well-being depends on how well we explore, elevate, and communicate the experiences of all people who use the electric grid. We quantify the impacts of our public investments to reduce energy demand and mitigate climate change.

ILLUME considers our investment in our team as a long-term and mutual investment. At ILLUME, we're committed to building a valued business while ensuring rewarding careers for our employees. ILLUME does not discriminate in its employment practices regarding age, ancestry, arrest record, color, conviction record, creed, cultural background, disability, ethnicity, gender, gender identity or expression, marital status, military obligations, national origin, race, religion, sex, or sexual orientation.