



**NPH USA**  
Raising Children. Transforming Lives.

## **JOB DESCRIPTION BRAND MANAGER**

*Updated 2025*

**POSITION:** Brand Manager  
**LOCATION:** Hybrid; Chicago Preferred  
**REPORTS TO:** VP of Donor Engagement & Strategy  
**COMPENSATION:** \$75,000; Full-Time, Exempt

### **About Us:**

Nuestros Pequeños Hermanos (NPH) means "Our Little Brothers and Sisters" in Spanish. NPH transforms the lives of vulnerable children in Bolivia, the Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua, and Peru. Together, we help children overcome poverty and become productive, caring leaders in their own communities. Founded in 1954 by Father William Wasson, NPH is supporting nearly 8,000 children, both inside and outside our homes, ensuring they have a safe and nurturing place to live, an education, clothing, healthcare, and a strong family support system. In addition, NPH's St. Damien Pediatric Hospital in Haiti is the only pediatric medical facility in the entire nation of 11.5 million people, employing more than 500 Haitians and serving thousands of children and expectant mothers each year.

NPH USA, a fundraising organization for NPH International, is headquartered in Chicago with fundraising offices in three areas covering the West and South; Midwest; and East Coast. NPH International is headquartered in Mexico, with other fundraising offices in Europe, Australasia, and Canada.

### **Mission**

NPH USA connects supporters' passions and interests to the transformational work of Nuestros Pequeños Hermanos impacting the lives of children, families and communities in Latin America and the Caribbean.

### **Vision**

We envision a world where vulnerable children, families, and communities have access to the resources and opportunities they need to thrive.

### **Organizational Imperatives**

- Honor Donor Relationships
- Fulfill Commitment to NPHI
- Financial Sustainability and Accountability

## **Values**

- Show GRATITUDE in all we do
- Foster authentic RELATIONSHIP and true connection
- Act with INTEGRITY always
- Accept RESPONSIBILITY for our mission and our commitments
- Work in COLLABORATION to achieve more together
- Operate with TRANSPARENCY and honesty
- Embrace DIVERSITY, EQUITY and INCLUSION, building a better organization and a better world

## **Benefits**

At NPH USA, we're deeply committed to both our mission and the people who help drive it forward. Our benefits plan is designed to support and empower our dedicated team with competitive offerings, including comprehensive medical, dental, and vision packages. We also provide cell phone reimbursement, life insurance, and a 403b plan with a generous company match to help you plan for the future.

We believe in the importance of work-life balance, which is why we offer a generous paid time-off program to help you recharge and thrive. At NPH USA — we're fostering a community of passionate individuals who are supported, valued, and equipped to make an impact.

## **Position Summary:**

NPH USA is seeking a skilled **Brand Manager with advanced graphic design expertise** to bring our brand to life through compelling visual storytelling across a variety of platforms. As a key member of a passionate and creative marketing team, you will lead the design and execution of graphic visual concepts from ideation to production—ensuring alignment with NPH USA's brand strategy and identity. This role plays a critical part in shaping the organization's visual voice and advancing our mission to transform the lives of vulnerable children and families.

The ideal candidate is a strategic thinker and hands-on designer who thrives in a collaborative environment, works well across departments, and is driven by both creative excellence and mission-driven impact.

## **Key Priorities & Responsibilities:**

- Develop high-quality creative content across print and digital platforms that brings NPH USA's brand to life, supports organizational goals and advances our mission.
- Design within an established brand system maintaining consistency in tone, color, typography, and visual quality across all communications.
- Collaborate closely with Marketing, Fundraising, Operations and external partners to deliver creative work that aligns with strategic goals and upholds brand integrity.
- Lead the design and production of all social media graphics, ensuring timely, platform-specific content that aligns with campaign goals, messaging priorities, and brand guidelines.
- Continuously push the boundaries of visual storytelling to create content that inspires, informs, and engages current and prospective donors, supporters, and community members.
- Implement and refine design templates, toolkits, and brand guidelines to promote brand consistency and production efficiency across the organization.

- Manage and maintain digital asset libraries to ensure resources are up-to-date, well-organized, and easily accessible.
- Stay up to date on design trends and share best practices and inspiration from the nonprofit, design, and broader creative industries to elevate NPH USA's brand presence.
- Support donor communications, fundraising campaigns, event promotions, and advocacy initiatives with compelling visual assets.
- Contribute to a collaborative and high-performing creative culture within the organization, driven by curiosity, empathy, and a passion for social impact.

### **Skills and Qualifications:**

- 3–5 years of experience in a designed–focused role within an agency or in-house creative environment, with a focus on brand and visual storytelling.
- Strong portfolio demonstrating a range of creative capabilities across print and digital formats, including:
  - Typography and layout design
  - Brand identity and logo development
  - Photo editing and compositing
  - Infographics and data visualization
  - Raster and vector-based design
  - Multi-page print and digital layout (e.g., annual reports, brochures)
  - Visually compelling PowerPoint/Keynote presentations
- Proficiency in Adobe Creative Suite (Illustrator, InDesign, Photoshop); experience with After Effects and Premiere is a plus
- Strong understanding of digital platforms, including social media, website CMS, and email marketing systems. Familiarity with Mac OS and with standard office productivity tools (Outlook, Word, PowerPoint/Keynote, Excel)
- Ability to interpret and follow creative direction, apply feedback constructively, and contribute to iterative design processes
- Strong communication and organizational skills, able to manage multiple projects, meet tight deadlines and adapt to shifting priorities
- Experience designing for social media with an understanding of platform-specific best practices (Instagram, Facebook, LinkedIn, etc.)
- A keen eye for design trends, pop culture, and storytelling formats across platforms
- Interest or background in illustration or animation is a plus
- Must be willing to work occasional non-traditional hours around events or campaign launches
- **Bilingual fluency in Spanish and English a plus.**

### **How to Apply:**

Send resume and cover letter to [recruiting@nphusa.org](mailto:recruiting@nphusa.org). Include specific salary requirements. Please no phone calls or outside agencies. NPH USA is an Equal Opportunity Employer. We value diversity in the workplace and encourage applicants from all backgrounds to apply.