



CIRCLE OF PEACE INTERNATIONAL

Pro Bono Brand Strategist

Position summary: The Brand Strategist works with the Communications Team and the Board of Directors to re-brand Circle of Peace International and Circle of Peace School (Makindye, Uganda), with particular emphasis on linking the brands of the two organizations. The Brand Strategist reports to the Communications Director. All content created for this project will be owned by COPI. Length of assignment is no more than six months.

Responsibilities:

- Evaluate the current brands of COPI and Circle of Peace School (COPS).
- Meet with Board of Directors and Communications Team to gain a sense of the organizations.
- Propose a new branding scheme that
 - Takes into account of the school's historic colors and messaging
 - Shows a relationship between the two organizations without casting them as the same organization
- Work with the school to evaluate proposed logo designs or develop a new one.
- Establish brand standards for both COPI and COPS to include logo usage and requirements, fonts, voice, and imagery standards.
- Work with newsletter editor, web master and social media manager to develop coordinated designs for COPI's newsletter, stationary, website, social media outlets, brochures, annual reports, and other communication pieces.
- Develop coordinated designs for COPS website, signage and other communication pieces.

Skills:

- Expertise in graphic design, marketing and branding.
- Self-starter – Ability to work without continuous oversight.
- Efficient – Carries out assignment effectively in a timely manner.
- Personable – Ability to get along well with others.
- Persistence – Ability to keep after people until they carry out their commitments.
- Equipment to communicate with people in Africa (English-speaking).

Requirements:

- Committed to the mission, vision and values of COPI and COPS.
- Ability to respond to requests within 48 hours.
- Residing in the Richmond, VA area.

Experience working with a nonprofit a plus.