

American Concrete Pipe Association – Graphic Designer

The role of the Graphic Designer is a long-term, contract-based position for the American Concrete Pipe Association (ACPA), working directly with the Vice President of Marketing. The position typically requires between 25 – 40 hours per month, with some months demanding a heavier workload.

The Graphic Designer plays a vital role and is responsible for creating a variety of content to support the ACPA's Marketing, Education, Membership, and Events team. It is crucial that the developed content aligns with the ACPA's branding, messaging, and voice. This includes producing handouts, social graphics, banners, posters, event logos/badges, annual reports, and short promotional videos.

The Graphic Designer is integral to the visual representation of our industry, organization, and members. We need someone who can maintain and elevate our brand by identifying errors, suggesting edits, and providing re-imagined concepts that serve to improve projects.

It is essential for the Graphic Designer to be proficient in Canva, as it is the primary tool used by the ACPA for most of our graphic design needs. While the designer is not restricted to only using Canva, all final projects must be compatible with Canva to allow for future edits and manipulation by the ACPA team.

Our ACPA team is small, energetic, and easy to work with. We take a collaborative approach, working with our graphic designers in a manner that integrates them as part of our team, encouraging them to leverage their expertise and professional skills to guide us through projects.

Responsibilities

Graphic Design & Video Production

- Create and update graphic content for various ACPA projects such as the Pipe School logo, Annual Business Meeting brochure, pull-up banners, social media graphics, fact sheets, and presentation designs.
- Produce videos ranging from short educational clips (1-3 minutes) to promotional videos that highlight the benefits of our products or upcoming events (such as Pipe School and the Annual Meeting). These videos are to have a professional yet not overly high-production value.

Canva Design Integration

- Utilize Canva for most graphic design needs, ensuring that final projects can be edited or manipulated by the ACPA team.
- Ability to use other design software but finalize layouts and assets within Canva for team accessibility.

Basecamp Project Management

- Coordinate with the ACPA team and other contractors through Basecamp to manage projects, timelines, and deliverables effectively.
- Utilize professional expertise to guide project management and execution, ensuring high-quality outcomes.

Team Collaboration

- Work closely with the ACPA team, contributing to a collaborative, energetic work environment.
- Use professional skills to provide creative direction and insights on projects, ensuring branding consistency and alignment with ACPA's strategic goals.

Key Functional Areas of Responsibility

- Develop creative assets that comply with ACPA's branding guidelines.
- Manage multiple graphic design projects simultaneously, ensuring timely delivery of high-quality outputs.
- Collaborate with team members to brainstorm and conceptualize innovative design concepts.
- Maintain and update design files for ongoing accessibility and future use.

Qualifications

- Proven graphic design and video production experience, with a strong portfolio showcasing a variety of media and styles.
- Proficiency in Canva and familiarity with other graphic design software such as Adobe Photoshop and Illustrator.
- Excellent communication and project management skills, with experience in Basecamp or similar project management tools.
- Ability to work part-time, averaging 25-40 hours a month, with flexibility to accommodate project timelines.

The ACPA is committed to creating an inclusive environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Example of the ACPA Brand

INDUSTRY ADVOCACY

What is the ACPA?

The American Concrete Pipe Association (ACPA) serves as the voice of the precast concrete pipe and box culvert industry. Founded in 1977, it is one of the ACPA's members, nearly 80 percent of concrete pipe and box culvert sales volume include 201 manufacturing plants in 46 States. The industry supports 75,000 jobs nationwide, including 20,000 direct and 45,000 indirect jobs.

WHAT ARE ACPA'S CORE POSITIONS ON MATTERS BEFORE THE CONGRESS?

LET THE ENGINEERS SPEAK

The ACPA supports legislation that would prevent the use of engineers in the construction of concrete pipe and box culvert projects.

RESILIENT INFRASTRUCTURE

The ACPA supports legislation that would prevent the use of engineers in the construction of concrete pipe and box culvert projects in such a way that will manufacture can be replaced by more resilient, long-lasting, and more durable materials.

ENVIRONMENTAL COMPLIANCE

The ACPA is a strong supporter of the Infrastructure Investment and Jobs Act. The ACPA supports a clear, timely regulatory process that provides sufficient time for review and an engineer with state and local "Buy Clean" requirements.

ABOUT CONCRETE PIPE

Concrete pipe is the most tested and proven pipe solution and durability in the pipe/culvert market.

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ACPA x Design Daily 1

Highway Live Load on Concrete Pipe

Forward

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Design

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CONCRETE PIPE IS... SUSTAINABLE

Concrete pipe is one of the most durable and long-lasting materials for infrastructure projects. It is made from natural materials and is designed to last for 100 years or more.

ENVIRONMENTAL

Concrete pipe has minimal impact on air quality, water, soil, and climate change.

SOCIAL

Concrete pipe provides safe, reliable infrastructure that improves quality of life.

ECONOMICAL

Concrete pipe is a cost-effective solution for infrastructure projects.

100 YEAR

Designed to last for 100 years.

27%

Twenty-seven percent of CO2 emissions are reduced by using concrete pipe.

32x LESS H2O

Thirty-two times less water is used in the production of concrete pipe compared to other materials.

MORE THAN 70%

More than 70% of concrete pipe is made from recycled materials.

100 PERCENT

100% of concrete pipe is made from natural materials.

ACPA

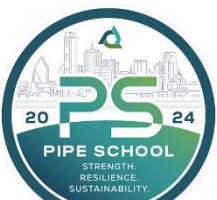
LEAVE A LASTING LEGACY

Each day, policymakers at every level are faced with tough choices related to the well-being of their communities. Tough choices, involving the economy, and higher costs of goods and services are a daily reality for many of our elected and appointed officials. Luckily, the best always do always choose to Leave a Lasting Legacy.

The security of our loved ones starts with decisions we make today. All policymakers, engineers, and citizens want to leave our cities and countries better than we found them, and safer for our children and grandchildren.

ACPA PIPE SCHOOL PS25

EDUCATE | EMPOWER | LEAD



ACPA

ENGINEERED STRENGTH

CONCRETEPIPE.ORG

AMERICAN CONCRETE PIPE ASSOCIATION

YOU AND YOUR FRIENDS TO JOIN THE ACPA AT OUR CONGRESS IN WASHINGTON, DC FOR NETWORKING, GOOD FOOD, AND FUN!

WHEN MONDAY, JANUARY 6, 2025 From 7:00PM - 10:00PM

WHERE THE CAPITAL BURGER 1005 7th NW Washington, DC 20001

MEET WANDA COCHRAN, ACPA 972-306-7216 wcochrana@concretepipe.org

ACPA

WHEN IT COMES TO PIPE, CONCRETE IS THE ONLY CHOICE.

THE BLOCK CONCRETE DESIGN, WITH QUALITY, DURABILITY, AND SUSTAINABILITY, THERE IS NO BETTER CHOICE THAN CONCRETE PIPE.

LEARN WHY YOU SHOULD CHOOSE CONCRETE PIPE.

JOIN NOW

PIPE SCHOOL 2025 | FEB 10-13, 2024 | LEARN MORE