

InterTribal Buffalo Council

Position: Graphic Designer for TBMI Label

Classification: Contract

Duration: August 2025 – October 2025

Summary of Duties:

The Graphic Designer will create a label for the Tribal Buffalo Market Initiative (TBMI), which will primarily be used on packaging of buffalo meat from buffalo raised on conservation practices. The Graphic Designer will also create a brand package pertaining to the label for use on different platforms including the TBMI website and other educational materials. The Graphic designer will work with the Marketing Specialist to develop a label that effectively communicates the unique values of indigenously managed buffalo to Tribal and non-Tribal audiences alike. This is a contract position with a three-month deadline.

A. DESCRIPTION:

As part of the grant awarded to ITBC by the USDA Advancing Markets for Producers (AMP) Program, this contracted position will be responsible for designing a label primarily for Buffalo meat harvested from Tribal lands enrolled in the AMP program. The Graphic Designer will also develop a complete branding package for the label so that it may be used on all relevant digital platforms. Working closely with the Market Specialist, the Graphic Designer will develop a culturally appropriate label based on outreach. The Graphic Designer will also work with the developer of the TBMI website for the online market of buffalo meat sales.

Specific Duties Include:

1. Lead in developing a label for the ITBC Tribal Buffalo Market Initiative.
 - a. Work with the Market Specialist to determine the message the label will communicate.
 - b. Consider the values of Climate Smart and Tribally managed buffalo meat.
 - c. Work with the web developer to ensure the label and associated color-palette are represented throughout the new online market website.
 - d. Develop a comprehensive brand package based on the label for ITBC to use on educational materials for AMP educational materials.

B. SUPERVISION

Under the supervision of the Grant Coordinator and the Executive Director.

C. WORKING CONDITIONS

1. 100% of the work is remote.

D. EDUCATIONAL AND EXPERIENCE REQUIREMENTS

1. Degree in graphic design

2. One year, or more, of specialized experience in graphic design and development of comprehensive branding packages
3. Experience working with specialized labels and/or commodities preferred

E. KNOWLEDGE AND SKILLS

Ability to translate values and a sustainability message into visual mediums. Works great with a team. Consistently meets deadlines Must have sensitivity to Native American environmental issues and concerns. Must be able to use Microsoft Office Word, Excel, Access, and PowerPoint. Must be at least 18 years or older with a valid driver's license.

F. COMPENSATION AND BENEFITS

1. DOE, range \$20,000 - \$35,000
2. This is a contract position without benefits.

ITBC IS AN EQUAL OPPORTUNITY EMPLOYER WITH PREFERENTIAL HIRING OF AMERICAN INDIANS

Please send a resume, cover letter, and three references to:

InterTribal Buffalo Council

520 Kansas City St, Suite 300

Rapid City, SD 57702

Or email to: admin@itbcbuffalonation.org