

REBRAND DESIGNER

InSight + Regroup – Marketing & Communications

Organization Overview

InSight + Regroup is the leading and largest telepsychiatry service provider in the US with a mission to transform access to quality behavioral health care. InSight + Regroup serves hundreds of organizations and individuals in various settings across the continuum of care with its on-demand, scheduled services and direct-to-consumer (Inpathy) divisions. Given its size, diversity of services and extensive experience and expertise, InSight + Regroup is uniquely positioned to enable scalable telepsychiatry programs across the care continuum. As an industry thought leader, InSight + Regroup has helped shape the field, define the standard of care and advocate for improved telepsychiatry-friendly regulations. To learn more, visit www.InSightTelepsychiatry.com and www.RegroupTelehealth.com.

Position Summary

InSight + Regroup is seeking a Rebrand Designer to oversee the rebranding of all marketing and communications materials in preparation for our organization's new brand launch. This is a 3+ month fully remote, contract position. In this role you will manage, develop, design and edit various internal and external marketing assets with input from each department within the organization as well as from outside firms. This position is an excellent opportunity for an individual who is comfortable working for a remote team and has exceptional design and time management skills.

Job Responsibilities

- Utilize new brand guidelines and assets from an outside firm to transform and update all internal and external materials in anticipation of the launch of our new brand
- Update all material content according to new brand standards
 - Materials to include website assets, presentation decks, social media and online directory assets, newsletter templates, eblast templates, handouts, white papers, orientation materials, internal documents, handbooks, training manuals, videos and swag
 - Use graphic design skills to graphically enhance and simplify content
 - Ensure all content and language meets diction guide standards
- Work with points of contact from each internal department to collect, update and organize all department materials
 - Help to organize materials into new online file sharing system (SharePoint)
 - Give guidance on when to roll out and switch over to the new materials
- Create assets and schedule to help announce the rebrand publicly
- Create assets for the new website

- Create assets and organize updates to all social media and online directory profile listings
- Create newsletter and eblast templates within HubSpot
- Design and manage a master schedule for all rebrand related projects

Ideal Candidate

- Graphic design degree and an excellent graphic design portfolio
- Extremely organized
- Detail oriented
- Time management skills
- Independent worker
- Team player open to stakeholder feedback
- Video editing and/or animation skills preferred
- HTML skills preferred

Logistics

- Position is fully remote
- Expected ~40 hours/week contract position from October 5-January 15
- Potential extension or employment opportunities beyond that date
- Reports to the Marketing Manager

To apply, please send your resume, a portfolio and a customized cover letter to marketingcomms@in-sight.net.