

**To Apply:**

Please e-mail a portfolio of design work, cover letter and resume to [LPA@LucasPublicAffairs.com](mailto:LPA@LucasPublicAffairs.com).



## **LPA Design Creative Services Apprenticeship Opportunity**

Lucas Public Affairs, a strategic communications and public affairs firm located in Sacramento, seeks qualified applicants for a full time, paid apprenticeship to provide support and produce high-quality print and digital visuals—from concept to execution— as part of the LPA Design team. Applicants must be pursuing or have received, a Bachelor's degree in design, visual communications, a related field or have the equivalent practical experience. The ideal candidate is smart, enthusiastic, collaborative, creative and looking to enhance their current design portfolio.

### **Responsibilities include but are not limited to:**

- Using graphic design software and working with a wide variety of media to create and design print and digital materials for the LPA firm and our clients.
- Working collaboratively with Creative Services Specialist and agency team to develop design concepts.
- Receiving feedback from the Creative Services Specialist and agency team and making necessary changes.
- Supporting Creative Services Specialist by creating print and digital designs such as fact-sheets, infographics, digital marketing graphics, email newsletter campaigns and presentations.
- Clearly communicating complex design decisions to team and clients.
- Providing graphic design and design research support to Creative Services Specialist on branding and identity development and website design projects for LPA and our clients.
- Effectively utilizing brand style guidelines both internally and externally.
- Designing compelling visuals that are engaging and align with brand guidelines across design touchpoints and communication mediums.

### **Knowledge, skills and qualifications:**

- Interest in design for public benefit and working in government, politics and communications as they relate to visual design and brand management.
- Strong verbal and written communication skills.
- Compelling portfolio of graphic design work.
- Must be proficient in basic design programs including the Adobe Creative Suite and knowledgeable of website design softwares like Squarespace and Wordpress. Knowledge and interest in website design, design-thinking and research preferred.
- Ability to work effectively and efficiently in a fast-paced environment.
- Ability to work weekdays during full time business hours (8:30 a.m. – 5:30 p.m.) for a 6-month duration. Position is remote until expected return to office in January 2021. Start date as soon as possible.

### **What will you gain from working at LPA?**

- Experience executing a wide range of visual design projects for LPA and client brands.
- Enhance your current portfolio by creating high-quality print and digital designs for a variety of strategic communications campaigns and initiatives for high-level clients.
- Grow in a strategy-driven creative environment while receiving guidance, feedback and mentorship from the Creative Services Specialist.
- Work with a team of California's top public affairs practitioners that navigate the crossroads of California policy, politics and communications.
- Attend weekly meetings, participate in networking and professional development events.

## Core Values | Philosophy:

Our core value as a strategic partner is defined not by what we do, but by what we help our clients achieve. Our guiding strategic principle: The pathway to positive change is paved with communications that capitalize on seeing what is possible – and what may unfold – down the line.

## Diversity Commitment & Vision:

LPA is an equal opportunity employer. LPA recruits, employs, trains, compensates and promotes regardless of race, religion, color, national origin, sex, disability, age, veteran status and other protected status as required by applicable law. At LPA, we have a strategic vision: to be a diverse and inclusive community of passionate, talented people dedicated to delivering creative solutions for our clients. We believe deeply in diversity of race, gender, sexual orientation, religion, ethnicity, national origin, political affiliation and all the other enriching characteristics that make us different and inform our point of view.

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