

*Skilled in web design?
Interested in cutting-edge work on **collective intelligence**?
Want to make a **difference in corporate behavior**?*



Your Values. Your Money. Your Choices.

www.citizensmarket.org

Volunteer Your Web Design Skills for Social Impact

The private sector has phenomenal power to change the world, for good or for ill. Many of our most pressing societal issues are profoundly impacted by the private sector: pollution and global warming; economic opportunities for women and minorities; labor practices in developing countries; special interest lobbying and campaign financing.

As consumers, we often fail to reward companies with strong performance on these issues – or punish companies with poor performance. We have the leverage to change business incentives, but not the information.

Our all-volunteer team of seven professionals and students is launching Citizens Market, an exciting nonprofit with a mission to empower consumers with user-generated information about the social and environmental performance of companies. We've designed a collaborative online database with community oversight mechanisms. Now we need your help to build it.

We're looking for a **web designer** to join our team, collaborate on strategy and develop our interface as we convert our prototype into an operational pilot. We're based in Cambridge, Massachusetts with a preference for local candidates, though we welcome applications from virtual candidates. The time commitment and schedule is flexible; we usually ask for a minimum of three hours per week for at least three months. Please see full description of the volunteer position below.

Please send resumes / portfolios to: Stéphane de Messières, sdemessieres@citizensmarket.org

You can learn more about us at www.citizensmarket.org.

Or view this summary: http://www.citizensmarket.org/Citizens_Market_Executive_Summary.pdf.

***Consumers can make an enormous difference – with the right tools.
Join us in our mission to empower them.***

Volunteer Web Designer, Citizens Market

LOCATION: Cambridge, MA (local candidates preferred; remote candidates welcome)

MEMBER OF: Web Team

COORDINATES WITH: Communications Team

PURPOSE OF POSITION:

The Web Designer is embedded within the Web Team, coordinates with the Communications Team, and reports to the broader Citizens Market Team during meetings every other week. The Web Designer is responsible for developing the navigation and layout of the website.

SCOPE OF COMMITMENT:

- **Contribute three hours per week, divided among the responsibilities below**
- Hours are flexible; bi-weekly team meetings are scheduled outside of business hours
- Duration of role is flexible; we usually ask that you commit to our team for at least three months

RESPONSIBILITIES:

- Gain a thorough understanding of our strategic plan, application concept and proposed user stories
- Create wireframes and visual mock-ups of our website, through close collaboration with Graphic Designer and Web Developers
- Ensure that site navigation and content layout are user-friendly and brand-consistent
- Depending on skill set, may be asked to design and facilitate usability testing
- Develop a CSS template for the website that enhances our emerging brand
- Contribute to broader discussions about Citizens Market product and communications strategy
- Attend team meetings
- Respond to e-mails from teammates in a timely manner to facilitate virtual collaboration

QUALIFICATIONS:

Education:

- Bachelor's degree in web/ interactive design or equivalent experience

Required:

- Strong skills in interface design for highly interactive web applications, using XHTML and CSS
- Strong initiative and ability to work effectively in a "flat," non-hierarchical, all-volunteer organization
- Ability to work and communicate effectively in a virtual team environment
- Attention to detail, customer-service orientation and creativity in problem-solving
- Fluency in English

Preferred:

- Demonstrated interest in corporate social responsibility issues
- Demonstrated interest in user-generated information and collective intelligence models
- Experience in designing and/or facilitating usability testing (e.g. focus groups, individual user testing)
- Experience with cross-browser and cross-platform issues (Internet Explorer, Firefox, Safari, etc.)
- Experience with digital imaging / illustration software such as Adobe Photoshop, QuarkXPress, Illustrator
- Experience with Ruby on Rails, JavaScript and Ajax
- Experience with designing interface for widgets and/or mobile data applications
- Location near Cambridge, MA and ability to attend meetings in person

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