AIGA Dallas The Deck Chair
Minimum Tenure: 1 year
Maximum Tenure: 2 years (project-based, with option to renew annually)

Role Purpose

The Deck Chair oversees AIGA Dallas's annual *The Deck* project—a signature creative initiative that brings together designers and creatives to produce a themed, collectible deck of playing cards. This role leads the vision, coordination, and execution of the project, ensuring it is creatively inspiring, inclusive, well-organized, and delivered on time while strengthening community engagement and showcasing local design talent.

Core Responsibilities

Project Leadership & Vision

- Own the annual concept, theme, and creative direction for *The Deck* in alignment with AIGA Dallas values and goals
- Establish a clear project timeline, milestones, and deliverables from call-for-designers through final distribution
- Ensure the project celebrates a diverse range of voices, styles, and creative perspectives

Designer Engagement & Coordination

- Lead the call-for-designers process, including guidelines, deadlines, and communications
- Review submissions (with support if desired) and manage designer selection or participation logistics
- Serve as the primary point of contact for participating designers throughout the project
- Ensure designers understand expectations, timelines, and file requirements

Production & Execution

- Collaborate with printers, vendors, and partners to manage production logistics, specifications, and timelines
- Oversee file preparation, proofing, and quality control
- Coordinate packaging, fulfillment, and distribution strategy
- Work with the Treasurer or Director of Partnerships as needed on budgeting or in-kind support

AIGA Dallas

Collaboration & Promotion

- Partner with the Director of Communications and Social Media Chair to promote the project before, during, and after launch
- Coordinate with the Director of Programming to integrate *The Deck* into events, launches, or exhibitions
- Support storytelling around the project, including designer spotlights and behind-the-scenes content

Collaboration & Reporting

- Reports to the **Director of Programming** (or President, depending on structure)
- Works closely with:
    - Director of Communications
    - Social Media Chair
    - Treasurer (as needed)
    - Director of Partnerships (as needed)
- May lead or coordinate a small volunteer sub-team for submissions, logistics, or outreach

Time Commitment

- Average: 2–4 hours per week during active project phases
- Peak periods: Increased time commitment during submission review, production, and launch
- Attendance at annual planning meetings and key project-related events is required
- Attendance at monthly board meetings as needed

Skills & Traits

- Demonstrated strong design expertise with a clear aptitude for creative direction**,** brand stewardship, and visual storytelling
- Highly design-driven role**,** requiring a sharp visual eye and consistent adherence to established brand and styling guidelines
- Proven project management and organizational skills**,** with the ability to oversee complex creative initiatives
- Clear, confident written and verbal communication skills
- Experience collaborating with designers, artists, and creative professionals across disciplines
- Comfortable managing timelines, details, and multiple contributors simultaneously
- Collaborative, inclusive, and community-minded leadership approach

- Genuine passion for creative programming, design culture, and the arts
- Ability to lead a multifaceted creative project from concept through execution**,** ensuring quality and cohesion at every stage

Measures of Success

- Project launches on time and within scope
- Clear, positive experience for participating designers
- High-quality final deck that reflects the theme and creative vision
- Strong community engagement and visibility for AIGA Dallas
- Effective collaboration across board and volunteer roles
- Positive feedback from designers, partners, and the broader community