



JOB DESCRIPTION

JOB TITLE: Graphics Specialist	FLSA: Non-Exempt
Department: Public Affairs	Date Reviewed: 5/16/2018
Security Sensitive: Yes	Grade: B-23
Reports To: Director of Public Affairs	

Job Summary

Under the general supervision of the Director of Public Affairs, assists with the design graphics and production of the College Catalog, semester course schedules; newsletters, flyers, brochures, social media, website and advertisements. Performs primary photography duties and electronic sign management.

Essential Functions

- Develops concepts and design of collateral materials, direct mail, ads, eNewsletters, flyers, invitations, catalogs, and brochures;
- Creates new and exciting marketing materials;
- Performs heavy print production work for annual enrollment materials;
- Updates and produces various projects including: eNewsletters, digital signage, media screens, and print design projects;
- Works within the requirements of the creative development's process to develop, refine and ensure efficient, high quality, and timely production of designs;
- Coordinates the production of College sports media guides, game schedule cards and recruiting kits;
- Posts updates to the faculty, staff, and student portals with information approved by the appropriate Vice President;
- Coordinates the design of official certificates and diplomas as needed by the Admissions Office personnel;
- Assists with quality control for all College publications created for external use;
- Meets all deadlines set by both the Public Affairs Director and internal staff;
- Produces high quality digital photographs of student events, recognition and awards ceremonies, general campus life, etc.;
- Assists team with brainstorming, marketing, branding and advertising strategies;
- Contributes to team effort and coordinates efforts with Public Affairs Director;
- Answers design and process-related questions from internal staff;
- Maintains confidentiality of information exposed to in the course of business regarding students, supervisors or other employees;
- Contributes to a safe educational and working environment by participating in all drills and training and being prepared to take action should a health or safety emergency occur;

- Requires the kind of teamwork, supervision, and personal interaction, that cannot be had in a home office situation; therefore, regular and predictable on-site attendance is a job requirement;
- Other duties as assigned.

Minimum Education, Skills and Abilities

- An Associate’s degree in graphic design, communications or related field;
- Minimum four years print design and print production process experience;
- General marketing experience;
- Must be able to present a current design portfolio, which represents a diverse design range of tactics and work experience;
- Demonstrated knowledge of visual design;
- Skill and knowledge of creating flyers, print ads, catalogs, and brochures using InDesign, PhotoShop, and Illustrator;
- Ability to provide specifications to print vendors in order to obtain cost estimates for projects;
- Ability to prepare press-ready print files and/or electronic assets from final design files;
- Experience with Adobe Photoshop, Illustrator, InDesign, and Microsoft Office;
- Organized and detail-oriented;
- Knowledgeable and skilled within the print production process;
- Able to handle multiple projects at once;
- Able to work well with in a team environment, have good communications skills and take creative direction;
- Able to meet tight deadlines and handle constructive criticism.

Preferred Qualifications

- Bachelor’s degree in graphic design, communications or related field;
- Experience in online design and digital banners a plus;
- Writing and editing skills a plus.

Work Environment

- A primarily sedentary position in a climate controlled area with little excess to environmental hazards;
- Occasional lifting less than 50 pounds, walking, stooping, reaching, finger dexterity, good vision and hearing required.

Special Requirements

- Ability to work some evenings and weekends;
- Subject to a criminal background check prior to employment.

NOTE: The above statements are intended to describe the general nature and level of work being performed by the person assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills and physical demands required of personnel so classified.

APPLICANT: Are you capable of performing in a reasonable manner the activities involved in the job or application for which you have applied? _____

Signature

Date