

# POSITION DESCRIPTION

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**TITLE: Senior Graphic Designer - (Exempt)**

**Collective Bargaining - Eligible**

**Based on the duties and responsibilities as described in this position description, it has been determined that the incumbent is eligible to participate in collective bargaining.**

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**JOB SUMMARY:**

The Senior Graphic Designer works in collaboration with the Institutional Advancement team to initiate, design and develop multi-channel communications that strategically reflect the College's brand internally and externally. This position is responsible for the College's visual identity and brand integrity across all mediums and platforms and in ensuring key communications materials enhance the overall brand image of the College. This position reports to the Director of Writing and Content.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

*(Note: These examples are intended only as illustrations of the various types of work performed in positions allocated to this class. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.)*

- Responsible for following the policies and procedures as defined in the Memorandum of Understanding (MOU) and/or the employee handbook.
- Creates original designs for a variety of key College branding and communications needs that advance the College's marketing priorities including all print, digital, and social design. This includes work for the Admissions Office, the Advancement Office & Foundation, Office of Alumni Relations, Events & Conferences, and all internal and external stakeholders.
- Maintains visual consistency in brand and message adherence to established graphic identity guidelines; recommends updates to guidelines as needed; reinforces brand compliance in developing projects both externally and internally.
- Leads the design set-up of online platforms targeting prospective students by the Office of Admission. Approves the design and branding of online platforms from other College departments when applicable.
- Leads or collaborates in the design of College-related fundraising campaigns.
- Works with the Director of Writing and Content and prepares print specifications as well as camera-ready art and files for outside vendors to maximize cost-effective production; reviews print quotes, print proofs and performs press checks as needed.
- Provides creative and technical insight in collaboration with the Asst. VP of Integrated Marketing and Strategic Communications and the Director of Writing and Content, as well as any and all stakeholders that the Office of Integrated Marketing works and collaborates with.
- Works with Director of Writing and Content to establish production schedules in order to meet client needs and College deadlines; maintains a digital workflow common to and in collaboration with the Integrated Marketing team; archives completed jobs to network as part of digital workflow; ensures quality assurance process by thorough review from all stakeholders.

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- Manages the College's photography assets and coordinates campus-wide professional photography/video sessions as creative director; takes or directs the capture of photos/video to supplement the collection as needed.
- As necessary, meets with College personnel to better understand needs and also ensures projects meet College branding standards. Coordinates with the College's Book Store to lead design of branded merchandise.
- Produces in-brand and contemporary illustrations to enhance the creativity and appeal of designed collateral.
- Stays relevant and proficient with design tools and software to provide appealing layouts and strong messaging.

**MINIMUM QUALIFICATIONS:**

- Education: Preferred Bachelor's degree in graphic design, art or a related field.
- Experience: At least five years of professional design experience with communications materials that exemplify a brand. Marketing priorities include websites, PowerPoint and/or multi-media presentations, magazines, advertisements, digital platforms, posters, and viewbooks. Experience designing in multiple mediums and platforms is a plus.
- Advanced skills in Adobe Creative Suite; experience in print piece construction with respect to folds, turns, etc. a plus; experience in designing with variable data setups in InDesign a plus; familiarity with using data merge utility in InDesign a plus.
- Experience in 3D and environmental design for signage, vehicles, indoor and outdoor collateral. Understands how to collaborate effectively with vendors in order to troubleshoot required collateral.
- Knowledge of image/graphic preparation for web and social media is required.
- Expert knowledge in various production methods, design, copywriting, layout, typography, knowledge of pre-press and all aspects of print production. A complete understanding of communication is required to perform effectively. Coordinates with vendors to maximize quality and minimize price of printing job.
- Some technical background in photography is preferred, and expert photo-editing experience with Photoshop and Lightroom is required.
- Proven ability to work independently and as part of a team.
- Excellent verbal, written and creative communication skills; strong customer service attitude.
- Knowledge of animation and video editing using Adobe Photoshop, Adobe Premiere Pro & Adobe After Effects a plus.
- Intermediate illustration skills required.

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- Ability to meet deadlines and work in a fast-paced environment.
- Any combination of acceptable education and experience, which has provided the necessary knowledge and skills to fulfill the requirements of this position, may be considered.