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.

JOB SUMMARY:
The Senior Graphic Designer works in collaboration with the Institutional Advancement team to initiate, design and develop print and digital communications that strategically reflect the College’s brand internally and externally. This position is responsible for the College’s visual identity across all mediums and platforms and in ensuring key communications materials enhance the overall brand image of the College. This position works closely with the Director of Publications and reports to the Assistant Vice President of Integrated Marketing and Strategic Communications.

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 websites, campaigns, magazines, advertisements, digital platforms, posters, and viewbooks.

- Maintains visual consistency in brand and message adherence to established graphic identity guidelines; updates guidelines as needed; reinforces brand compliance in developing projects both externally and internally.

- Works with the Director of Publications and prepares camera-ready art and files for outside vendors to maximize cost-effective production; reviews 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 Publications.

- Works with Director of Publications to establish production schedules in order to meet client needs and College deadlines; maintains a workflow.

- Manages the College’s photography assets and coordinates campus-wide professional photography sessions; takes photos to supplement the collection as needed.

- As necessary, meets with College personnel to better understand needs and also ensures projects meet College branding standards.

- Stays relevant and proficient with design tools and software to provide appealing layouts and strong messaging.
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MINIMUM QUALIFICATIONS:

- Education: 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. Experience designing in multiple mediums and platforms is a plus.

- Proficiency with major software like Adobe Creative Suite; WordPress also preferred.

- Knowledge of image/graphic preparation for web display is a plus.

- Knowledge of and experience with the commercial printing process and in working with vendors.

- Photographic knowledge and experience is a must.

- Excellent verbal, written and creative communication skills; strong customer service attitude.

- 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.