

JOB DESCRIPTION



Position Title: Graphic Designer/Photographer

Department: Marketing

Employment Category: Non-Exempt Staff

Primary Location: Sierra Vista Campus

FLSA Classification: Non-Exempt

Remote Work Eligible: No

Parameters: 40 Hours/Week; 12 Months/Year **Pay Grade:** NE07

Position Summary: The Graphic Designer/Photographer is responsible for planning, coordinating, and implementing the development of various graphic design, advertising and photography projects, including concept development, publication design and layout, photography, illustration, and related technical tasks necessary to accomplish assigned graphics and photography production tasks, establishing and implementing graphic design standards, including college publications and printed media.

Essential Functions: As defined under the Americans with Disabilities Act, may include any of the following tasks, knowledge, skills, and other characteristics. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and tasks performed by incumbents of this class.

Duties and Responsibilities: Within the scope of college policies and procedures, this position:

Participates in the development of major college digital and/or print publications including catalog, class schedules, brochures, recruiting materials, view book, and other digital or printed collateral; conceptualizes and develops college-wide advertising campaigns to meet objectives and strategy and to target established audience; develops strategies, goals and concepts for publications, campaigns and events

Creates layouts and produces original and electronic camera-ready graphic design including illustrations for brochures, forms, posters, signs, displays, etc.; establishes production schedules and priorities to meet deadlines; sets up and plans work activities; monitors and tracks projects to ensure quality and timely completion; conceptualizes and designs for electronic media including web, social media, and video platforms

Serves as the college's photographer, shooting high quality digital images to meet the college's needs for marketing, web and media coverage; attends internal and external college events to capture college activities; works with college departments to bring design and creative initiatives from conception to completion

Monitors publication content for overall appropriateness of materials which may affect the short- or long-term image of the college; consults with supervisor and college departments to determine graphic design needs; helps the institution maintain graphical and style standards for the institution's website and publications; develops new procedures and implements new systems related to scope of work; oversees technical production and printing of external/internal publications for quality control; integrates new technology to enhance effectiveness and efficiency of services

Assists with the coordination of video and artwork. Arranges for the printing of publications with both on-campus and off-campus printers

Participates in developing bid requests, analyzing and selecting vendors; assists in selecting materials and equipment; assists in preparation of department budget

Performs related duties as assigned

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Education and Experience Requirements:

Bachelor's degree in graphic design or related field from an institution accredited by an institutional accrediting body of higher learning recognized by the US Department of Education.

Three years graphic arts and/or electronic publishing experience

An equivalent combination of education and/or experience from which comparable knowledge, skills and abilities have been achieved may be considered.

Knowledge, Skills and Abilities:

Knowledge of college policies and procedures affecting assigned work

Knowledge of laws, regulations and policies related to publishing documents

Knowledge of principles and practices of graphic design

Knowledge of writing and editing principles, practices and techniques

Knowledge of trends, developments and new technologies related to electronic and print media

Skill in planning, organizing, and coordinating multiple graphic production activities

Skill in the utilization of specified computerized graphic design programs

Skill in developing, implementing and evaluating major publications

Skill in creating, composing and editing written materials

Skill in troubleshooting and repairing computer applications used in the design and production of advertising and design materials

Ability to use PhotoShop, Illustrator, InDesign, Adobe Creative Suites, and HTML.

Ability to work under pressure with frequent interruptions

Ability to work independently, prioritize, follow multiple projects and tasks through to completion, with close attention to detail while contributing to team environment

Ability to relate to a diverse population in a professional and helpful manner, and to maintain composure when faced with difficult situations

Ability to communicate effectively, verbally and in writing, and to relate to others in a professional, helpful manner

Ability to analyze problems, identify solutions, and take appropriate actions to resolve problems using independent judgment and decision-making processes

Ability to establish and maintain effective working relationships with supervisors, other department staff, students and the public

Work Environment: Work is primarily performed under general supervision in an office setting with appropriate climate controls. Travel, early morning, evening, and weekend work may be required.

Physical Requirements: Essential functions of this position require: lifting, manual dexterity, ability to communicate.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body; involves sitting majority of time; walking and standing are required only occasionally and all other sedentary criteria are met

Mental Application: Utilizes memory for details, verbal instructions, emotional stability, critical thinking, adaptability and creative problem-solving skills are important

Reports To: Assistant Dean of Marketing, Communication, and Advancement

Disclaimer: The above statements describe the general nature, level, and type of work performed by the incumbent(s) assigned to this classification. They are not intended to be an exhaustive list of all responsibilities, demands, and skills required of personnel so classified. Job descriptions are not intended to and do not imply or create any employment, compensation, or contract rights to any person or persons. Management reserves the right to add, delete, or modify any and/or all provisions of this description at any time as needed without notice. This job description supersedes earlier versions.