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| Job Title: | | **Graphic Designer** | Job Category: | **Public Relations** logohd |
| Department: | | Public Relations |  |  |
| Reports to: | | Chief Operating Officer & Operations Manager | Travel Required: | Yes |
| Level/Salary Range: | | 4 | Position Type: | Full Time |
| Will Train Applicant(s): | | Yes |  |  |
| Job Description | | | | |
| SUMMARY:  Assists with marketing projects, specifically in graphic design; Participates in various stages of developing marketing programs and advertising materials to promote the university; responsible for large projects and will assist with several others; Assist with several key projects, such as the quarterly newsletter, direct mail materials, press releases, marketing posters/paraphernalia, and public outreach efforts/events. Assist with research and application for grant opportunities; participate in meetings with design vendors, media sales contacts, and program committees; Assist with administration, as required.    EDUCATIONAL REQUIREMENTS / QUALIFICATIONS  Education to at least degree level  Proven graphic design experience supported by a portfolio of illustrations or other graphics  Hands-on experience with design software and technologies (such as InDesign, Illustrator, Premiere, Photoshop)  1+ years of experience working within marketing, communications, branding, multimedia, or other related fields  DESIGN SKILLS:  Adobe Illustrator - Excellent  Adobe Photoshop - Excellent  Premiere - Excellent  Other adobe suite - optional but preferred.  Should be able to comfortably handle logo & mockup design including selection of fonts, colors, and designing of product & collaterals.  PERSONAL SKILLS:   * Strong communication and project management skills. * Able to work independently and efficiently to meet deadlines and deliver with the highest standards. * Excellent communication (oral and written), interpersonal, organizational, and presentation skills. * Desire and willingness to work in a collaborative, innovative, flexible and team-oriented environment. * Desire to learn new techniques and trends   DUTIES, RESPONSIBILITIES & AUTHORITIES:   * Create strong and unique brands & logo designs that are both functional and aesthetic. * Execute re-branding projects with thought and care to current brand value. * Create complete brand guidelines documents. * Create mockups & brand visuals * Solid ability to work with other team members to execute design projects. * Proficiency in Photoshop, Illustrator, or other visual design software. * Excellent visual design skills with sensitivity to client & market needs. * Stays current with cutting-edge design trends to improve and modernize existing brands' functionality, and performance.   *I the undersigned read and approve the duties and responsibilities assigned in this Job description.* | | | | |
| Name: |  | | Date: |  |
| Signature: |  | | Date: |  |