



## Graphic Designer Job Description

**Job Title:** Graphic Designer  
**Job Class:** Professional  
**Department:** Marketing  
**Reports To:** Director of Marketing  
**FLSA Status:** Exempt  
**Compease:** Grade 10  
**Approved By:** Vice President of Institutional Advancement  
**Approved Date:** 11/01/24

### I. Position Purpose

The Graphic Designer creates designs for various materials (posters, newsletters, flyers, etc.) and helps maintain and update the college's website, aligning with the college's mission and brand standards.

### II. Duties and Responsibilities

**CREATE PROFESSIONAL DESIGNS:** The Graphic Designer is responsible for creating, designing, and updating a variety of materials (brochures, posters, flyers, newsletters, etc.) for the college. Proficiency with Adobe Suite (particularly InDesign, Photoshop, and Illustrator) is required for this role. Responsibilities include securing quotes and preparing prepress documents for off-site printing and binding, as well as maintaining and updating all college logos.

**CAPTURE PHOTO AND VIDEO CONTENT:** The Graphic Designer captures visual media for use in both printed and digital materials. Proficiency with hardware for capturing images and software for editing is required. The Graphic Designer will also maintain a photo and video archive.

**MANAGE PROMOTIONAL ITEMS:** The Graphic Designer is responsible for securing quotes and ordering promotional items as directed, assuring that they adhere to official brand guidelines.

**WEBSITE MAINTENANCE SUPPORT:** The Graphic Designer will assist with updating and maintaining the college's website by adding new content, creating new pages as needed for programs and services, and gathering analytics and other web data to support website performance tracking.

**SUPPORT MARKETING TEAM:** The Graphic Designer may be required to cover events outside normal operational hours to capture photo and video content and assist the marketing team with event setup and preparation as directed. Additionally, they will manage the college's ticketing system by promptly responding to requests and resolving outstanding tickets in a timely manner.

**DEMONSTRATE PROFESSIONAL AND QUALITY CUSTOMER SERVICE:** The Graphic Designer is expected to demonstrate professionalism and provide quality customer service aligned with the College's values. This includes maintaining positive working relationships, making informed decisions, problem-solving, keeping records accurate, maintaining a safe and organized work environment, and staying current with technology skills.



### **III. Qualifications – Education, Experience, and Skills**

- Minimum of a Bachelor's degree in Public Relations, Journalism, Graphic Design, or a related field from a regionally or nationally accredited institution recognized by the U.S. Department of Education or the Council for Higher Education Accreditation.
- Proficiency with Adobe Suite (InDesign, Photoshop, Illustrator), WordPress and Microsoft Suite.
- Minimum of two years of full-time, professional, field and/or lab experience in a related field.

*Reasonable accommodations may be requested and reviewed according to the Americans with Disabilities Act (ADA).*