



Graphic and Web Designer Job Description

Job Title: Graphic and Web Designer
Job Class: Professional
Department: Marketing
Reports To: Director of Marketing
FLSA Status: Exempt
Compease: Grade 10
Approved By: President
Approved Date: 10/20/22

I. Position Purpose

The Graphic and Web Designer creates designs for a variety of collaterals (posters, newsletters, flyers, etc.) and maintains/updates the website in accordance with the college's mission and brand standards.

II. Duties and Responsibilities

CREATE PROFESSIONAL DESIGNS: The Graphic and Web Designer is responsible for creating/designing/updating a variety of collaterals (brochures, posters, flyers, newsletters, etc.) for the college. Proficiency with Adobe Suite (particularly InDesign, Photoshop and Illustrator) is required for this position. The designer is also responsible for securing quotes and preparing prepress documents for off-site printing and binding. The Graphic and Web Designer will maintain and update all college logos.

CAPTURE PHOTO AND VIDEO CONTENT: The Graphic and Web Designer is responsible for capturing visual media for use in collaterals and the website. The Graphic and Web Designer should be proficient with both the hardware for capturing images and the software for editing. The Graphic and Web Designer will also maintain a photo and video archive.

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

SERVE AS COLLEGE WEBMASTER: The Graphic and Web Designer will update and maintain the college's website by adding new content for current pages and creating new pages for programs and services. In addition, the Graphic and Web Designer is responsible for collecting analytics and other web data to track the performance of the site.

SUPPORT MARKETING TEAM: The Graphic and Web Designer is required to cover events outside the normal operational hours in order to capture photo and/or video content and to assist the marketing team in setup/preparation for college-related events as directed. The Graphic and Web



Designer will also monitor and maintain the college's ticket system by promptly responding to requests and resolving all outstanding tickets in a timely manner.

DEMONSTRATE PROFESSIONAL AND QUALITY CUSTOMER SERVICE: The Graphic and Web Designer will demonstrate professionalism and provide quality customer service in accordance with the College's values; maintain positive working relationships, make decisions, and solve problems; maintain confidentiality, positive communication, accurate records, and an organized, safe working environment; exhibit flexibility, willingness to learn, ability to change, and maintain current 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).