

## GRAPHIC DESIGN SPECIALIST

### DEFINITION

Use best practices in graphic design strategy to produce a wide variety of marketing materials that inform, inspire and convert audiences. The role involves collaboration with colleagues to produce visually compelling designs that align with the college's brand identity as well as strategic marketing and communications goals.

### SUPERVISION RECEIVED AND EXERCISED

- Receive supervision from a departmental supervisor or manager.
- May receive technical or functional supervision from higher-level departmental personnel.
- May provide training and direction to student assistants or other assigned staff.

### EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

#### Design and Production:

- Writes creative briefs, coordinates production of copy and images, including photo selection and editing, and designs assets for print and digital channels including posters, booklets, postcards, web and social media graphics, and may include academic schedules and catalogs.

#### Collaboration and Communication:

- Work closely with the Marketing and Communications team to understand project requirements, target audiences, and key messages.
- In partnership with colleagues, develops and/or advises on design strategy for marketing assets in alignment with KPIs, brand standards and accessibility requirements.

#### Brand Management:

- Maintain and enforce brand standards across all visual materials.
- Assist in the development of brand guidelines and templates for use across the college.

#### Project Management:

- Manage multiple design projects simultaneously, ensuring timely delivery and high-quality output.
- Coordinate with vendors to provide marketing and communication deliverables, printing, and to meet other production needs as necessary.
- Provide assistance with budget preparation, providing input as to what materials, supplies, and equipment are needed.
- Maintain digital asset management (DAM) system, template library, style guides, support documentation, request forms, etc.

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### Quality Assurance:

- Implements version control and quality assurance (QA) protocols to ensure that final design deliverables meet requirements and are error free.

### Photography and Videography:

- Capture and edit photos and videos for use in marketing materials, websites, and social media.
- Manage photo and video shoots, ensuring high-quality content that reflects the college's brand.

### Training and Support:

- Provide training to colleagues on the use of design templates and branding tools.
- Offer guidance and support to student workers or interns as needed.

***Performs reasonably related duties as assigned.***

## MINIMUM QUALIFICATIONS

Knowledge of:

- Graphic design software, such as proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant tools.
- Design strategy relating to brand identity, target audiences, project goals, visual style and tone, channels, and user experience.
- Effective visual storytelling with the ability to convey messages, ideas, and emotions through visual elements.
- Design principles including composition, layout, typography, message hierarchy, and color theory.
- Principles of photography including composition, and related standards for image resolution and formats, color management, editing and retouching, licensing, fair use, and copyright.
- Accessibility standards and practices to ensure that designs are inclusive and usable by individuals with disabilities or diverse needs.
- Production processes and requirements for print and digital channels
- Best practices for visual brand and digital asset management in a large organization with a distributed workforce.

Skill/Ability to:

- Create design concepts that fit within existing brand standards while finding new ways to tell the college's visual stories.
- Design, lay out, and produce artwork that supports the achievement of key performance indicators (KPIs).

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- Establish and maintain cooperative work relationships with those contacted in the performance of required duties.
- Schedule and prioritize work to accomplish expected results in an effective, efficient, and timely manner.
- Learn, interpret, and apply District policies and procedures.
- Develop visual assets that effectively convey the college's brand and messaging in alignment with strategic marketing and communications goals.
- Communicate in a clear, concise manner to a variety of audiences.
- Maintain a strong attention to detail and a commitment to delivering high-quality work.
- Coordinate multifaceted graphic design projects that may involve multiple stakeholders, creative and/or technical vendors.
- Stay current with emerging trends and technological advances relating to graphic design.
- Demonstrates understanding of, sensitivity to, and respect for the diverse academic, socioeconomic, race, ethnicity, gender identity, sexual orientation, age, mental or physical disability, and religious background of all students, faculty and staff, and with all individuals encountered in the performance of required duties.

### EXPERIENCE AND TRAINING

- Three (3) years of work experience in graphic design or related field.

### EDUCATION/LICENSE OR CERTIFICATE

- Possession of a Bachelor's degree from an accredited college or university or an associate degree and two years of relevant work experience. Additional work experience may be substituted in lieu of a degree with two years of experience substituting for one year of education.

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