



## **POSITION: GRAPHIC AND DIGITAL DESIGNER**

### **DEPARTMENT: OFFICE OF UNIVERSITY MARKETING AND CREATIVE SERVICES**

**Position Summary:** The graphic and digital designer will create engaging visual solutions while following established brand/style guidelines. This position will be responsible for collaborative work with a variety of constituencies and team members to develop strong creative solutions to marketing needs. Reporting to the Director of University Marketing and Creative Services, this position will assist in managing the conceptualization, design, and production process of print and digital media. This role calls for a highly creative person with a clear understanding of each facet of the design process including user experience, interaction design, research and usability, motion design, and brand integration and have a sharp eye for detail. Ideal candidates will be eager to work with a talented, driven, and dynamic team of like-minded individuals to support NGU's creative needs and drive results.

## **RESPONSIBILITIES**

- Generate unique creative and visual solutions spanning across all marketing tactics – logo development, brand standards/guidelines, digital display ads, billboards, print, collateral, e-marketing, social media, direct mail, website graphics, illustrations, etc.
- Illustrate concepts by designing rough layout of art and copy regarding arrangement, size, type size, style, and related aesthetics.
- Produce designs across digital channels with a deep understanding of mobile-first and responsive design, including coding software like HTML.
- Self-proof to ensure accuracy and minimal changes. Check design proofs and pre-press proofs to ensure quality.
- Prepare assets for print production abiding by vendor specifications.
- Research and understand higher education industry verticals, Christian higher education specifically as well as historical creative messaging.
- Maintain open and current communication team members and internal/external clients. When necessary, complete projects by coordinating and communicating with outside vendors, photographers, freelancers, printers, clients, etc.
- Assist with video production and/or photo shoots as necessary – create shot list, coordinate shoots, give creative direction, cull, and edit images, review assets.
- Must be able to work in a fast-paced environment, working on several creative campaigns at once often under pressure. Must be able to meet tight deadlines and enter data daily in project management software.
- Must be proactive and comfortable taking initiative in terms of brainstorming, strategy, research, and creativity.
- Able to tolerate open/honest feedback and constructive criticism.



- Maintain technical knowledge by attending design workshops; reviewing professional publications; participating in professional groups
- Work with the project manager to coordinate testing efforts, interpret test results, and incorporate results into design efforts.
- Assist in managing visual standards for university publications in consultation with the supervisor.

## **QUALIFICATIONS**

- Bachelor's degree or higher, in graphic design or graphic communication
- Minimum 1 to 3 years of graphic design experience (a PLUS if experience earned with ad agency).
- Strong portfolio demonstrating required level of creativity, design, and technical proficiency.
- Must be an expert in the Adobe Creative Suite in a Mac environment, with an emphasis on Photoshop, Illustrator, After Effects, and InDesign, as well as HTML/CSS.
- Must possess strong typography skills and knowledge of contemporary design.
- Must have a keen eye for color.
- Must have extensive knowledge and experience with file formatting for print and web.
- Must be able to interact and communicate clearly with internal/external clients to determine their visual communication needs, present ideas, and take a project from start to finish.
- Must be familiar with current social media trends and be able to deliver fresh graphics that are consistent with those trends.
- Strong organizational and communication skills.
- Able to create quality work while meeting tight deadlines and paying attention to details.
- Experience with web design and development (WordPress) – also a PLUS.
- Work well in a team environment.
- Must be able to work in a fast-paced environment, working on several creative campaigns at once, often under pressure
- Must be able to meet tight deadlines and enter data daily in project management software
- Must be proactive and comfortable taking the initiative in brainstorming, strategy, research, and creativity
- Able to tolerate open and honest feedback and constructive criticism
- Supports NGU's mission statement and core values, commitment to a Christian lifestyle and character in keeping with a biblical model.

## **PHYSICAL REQUIREMENTS**

- Visual Abilities: Read reports, create presentations, and use a computer system.
- Hearing: Hear well enough to communicate with co-workers, vendors, and students.



- Dexterity, Grasping, Feeling, Write, type, and use the telephone, copier, and computer systems.
- Mobility: Open files and operate office machines; move between departments and attend meetings across campus.
- Talking: Frequently convey detailed or important instructions and ideas accurately, loudly, or quickly.
- Lifting, pulling, pushing: Exert up to 50 pounds of force occasionally and/or up-to 20 pounds of force frequently and/or up-to 10 pounds of force constantly to move objects.
- Cognitive/Emotional: Ability to critically think and concentrate. Must be able to respond quickly to changes in conditions – 75-100% of the time.

### **WORKING RELATIONSHIPS**

This position is a full-time position in the Office of University Marketing and Creative Services. The Graphic and Digital Designer will report to the Director. The nature of responsibilities makes it necessary to work in-person and on location with other team members.

### **WORK SCHEDULE**

The Office of University Marketing and Creative Services is open Monday through Thursday, 8:30 a.m. – 5:00 p.m., and Friday 8:30 a.m. – 12 p.m. Summer hours may vary. Office hours are subject to change as deemed necessary. Occasional work on Saturdays and evenings may be required.

### **TRAVEL**

Some travel is required for professional development opportunities, as needed.

This job description in no way states or implies that these are the only duties to be performed by the employee. S/he will be required to follow any other instructions and to perform any other duties as requested by his or her supervisor.

Please submit your resume in the North Greenville University application below.