

## Specialist, Marketing Graphic Design

**FLSA Status:** Non-Exempt

**Pay Grade:** 13

**Job Title ID:** 102016

**Job Series/Job Family:** President's Series / Public Information/Marketing/Publications Family

### Reports To

Manager, Graphic Design

### Job Purpose

To plan, analyze, design, and create official college marketing materials that educate and inform both internal and external audiences about ACC's mission, people, programs, and services.

### Description of Duties and Tasks

*Essential duties and responsibilities include the following. Other duties may be assigned.*

#### **Required**

1. Provides creative support for web graphic needs.
2. Formats text and graphics, creates graphs and charts from data; coordinates proofing and corrections.
3. Prepares electronic files according to commercial printer's requirements and checks printer proofs.
4. Compiles and organizes information from multiple sources throughout the college; formats and updates written material and graphics provided in multiple formats including hard copy, Word, Excel, and Adobe Acrobat.
5. Provides preliminary proofing of text and reviews final product to ensure it is complete and accurate.
6. Coordinates, designs, and produces a variety of official college publications and marketing collateral which may include brochures, catalogs, print ads, posters, fliers, booklets, mailers, PowerPoint slides, and promotional merchandise.
7. Originates design concept and layout for materials including photo selection, digital manipulation, and font usage adhering to college brand standards; generate updates and changes as needed.
8. Collaborates with staff and consults with copywriters on text that accompanies the design to ensure the needs of the client, the message the design should portray, and its appeal to end users is effective.

### Knowledge

*Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

#### **Required**

- Graphic design theory, typography, color theory.
- Technical expertise with graphic design and print production software.
- Publication layout and design.
- Commercial printing requirements and practices.

### Skills

*Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.*

#### **Required**

- Maintaining an established work schedule.
- Creativity, communication, and problem-solving skills.
- Effectively managing tight deadlines and multiple tasks in a fast-paced work environment.

- Effectively using organizational and planning skills with attention to detail, follow through and adherence to brand standards.
- Effectively using self-discipline and initiative to work both independently and in teams, budgeting time and meeting deadlines and production schedules.
- Effectively using initiative to stay updated on the latest trends and practices marketing graphic design.
- Effectively using interpersonal and communications skills including tact and diplomacy.
- Maintaining equipment and software.
- Maintaining confidentiality of work related information and materials.

## **Computer Skills**

### ***Required***

- Extensive computer work. Demonstrated proficiency using standard office software and graphic design and publishing applications including Adobe Creative Suite, Microsoft Office, Internet, FTP, and scanning software in a predominantly Mac-based environment.

## **Physical Requirements**

### ***Required***

- Occasional lifting of objects up to 10 pounds
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling
- Work is performed in a standard office environment.

## **Work Experience**

### ***Required***

- Two years work experience as a graphic designer in a professional environment.

### ***Preferred***

- Four years directly-related work experience.
- Experience in marketing and developing visual communication strategies.

## **Education**

### ***Required***

- Bachelor's degree in a related field.

## **Other**

### ***Preferred***

- Reliable transportation for occasional local travel.
- Knowledge of ACC Administrative Rules, Policies, and Procedures.

## **Safety**

### ***Required***

- Work safely and follow safety rules. Report unsafe working conditions and behavior. Take reasonable and prudent actions to prevent others from engaging in unsafe practices.