



COMMUNITY COLLEGE
OF RHODE ISLAND

Division of Institutional Equity and Human Resources

POSITION DESCRIPTION

TITLE	Senior Graphic Designer
POSITION NO.	501816
LOCATION	Warwick
REPORTS TO	Director of Marketing
GRADE	PSA 13
WORK SCHEDULE	Non-Standard: 35 hours per week; Director of Marketing, Communications and Publications
SUPERVISES:	Provides oversight and direction to staff members as it pertains to visual design, layout, and production
REVISION DATE	January 2018

JOB SUMMARY:

Responsible for the concept development, creation, and management of all design work related to publications, advertising, digital, and internal communications for the college and its four campuses. Serves as the college's chief brand manager, providing visual communications and graphic design for all college departments and divisions. This includes, but is not limited to the design and visual management of all recruitment and retention publications, collateral materials, social media, and advertising design for potential students, enrolled students, alumni, faculty, staff, and members of the Rhode Island community. Works closely with the college photographer to ensure quality and consistency in all forms of visual communication that are shared internally and externally.

DUTIES AND RESPONSIBILITIES:

- Serve as creative lead in overseeing all visual concepts, aesthetics, brand consistency, and graphic images to ensure continuity for all assigned college publications, advertising, and marketing materials for all audiences.
- Use aesthetic knowledge of visual typography, page layout, color, photography and graphics to ensure a consistent college visual identity for printed and digital publications.
- Provide leadership on all design projects for internal and external audiences for all college campuses, including the compiling of information, layout, design, traffic management, and final production for all materials.
- Build, implement, and maintain the college's graphics standards policies and necessary design templates to ensure visual brand consistency across the entire college. This includes management of college flyers, digital signage, PowerPoints, and collateral materials for college events.
- Work closely with the college photographer to direct visual design and artwork for recruitment and retention marketing campaigns, the college's Annual Report and alumni magazine, and other print and digital publications.
- Develop, implement, and manage design and print production schedules for all college clients. Work with project managers in Marketing and Communications to manage deadlines for projects and ensure that projects are managed efficiently and on-time.
- Determine print specifications and assist in coordinating print projects. This includes meeting with printers and vendors as necessary to ensure successfully delivered products.
- Operate peripheral hardware (scanners, printers, storage devices) and applicable software to create and manipulate graphics and digital images for high resolution output as well as DIGITAL ONLINE PRESENCE.
- Continuously learn all aspects of updated software and publications tools necessary to create successful solutions for all college clients (i.e.; multimedia software for video and online graphics, photo management software for department ease of use, creating templates in Words as needed for department use, etc....)
- Function as electronic publishing specialist; assisting departments in converting college publications to a portable document format (PDF) or other formats appropriate for viewing on the CCRI Web site; recommend hardware/software as needed.
- Continuously keep abreast of the latest design, advertising and marketing visual trends and solutions to assist in creating effective college communications.
- Review and analyze new equipment and methods in the field for possible purchase and/or application.
- Provide content leadership for college clients in Academic Affairs, Student Services, Workforce Development,

Athletics, and Advancement to ensure rich user experiences and high-impact visual materials that leverage the college's brand and improve recruitment and retention efforts.

- Counsel faculty/staff in appropriate marketing techniques specific to their program and target markets.
- Compile information, edit, proofread and lay out college publications and ads within prescribed deadlines, including but not limited to the college catalog, course bulletin and other publications.
- Work with college departments and committees in the coordination of college wide and program-specific special events (including but not limited to the development of theme; layout of invitations, programs and related promotional materials).
- Attend special programs and events as requested.
- Assist department with working knowledge and experience in social media outlets.
- Work with a Web content management system.
- Act as a liaison to departments as needed.
- Support staff writers with some writing responsibilities.
- Other duties as assigned.

LICENSES, TOOLS, AND EQUIPMENT:

Proficiency using software appropriate to a Marketing and Communications office, including but not limited to MS Office, Photoshop, InDesign, Illustrator; telephone, copy and fax machines.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

REQUIRED QUALIFICATIONS:

- Bachelor's degree required, preferably in a marketing, advertising or graphic design field.
- Minimum of ten years' experience in desktop publishing, digital design, publication design and production in a marketing, advertising or graphic design setting.
- Some creative writing experience required.
- Must be detail oriented and interpersonal skills are essential.
- Must be able to work independently and manage multiple priorities in a deadline-oriented environment.
- This position will require travel to other CCRI campuses throughout Rhode Island.

All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.