POSITION DESCRIPTION

TITLE: Graphic Designer/ Public Relations Officer

DEPARTMENT: Marketing & Communications

REPORTS TO: Director of Marketing, Communications and Publications

GRADE: PSA 12

WORK SCHEDULE: Non-standard, 35 hours per week; evening and weekend; additional hours required.

SUPERVISES: Student help; interns

JOB SUMMARY:
Responsible for the visual design, graphic production and print production of assigned college publications for the Department of Marketing and Communications. Work as the graphic design member of a team that includes director, writers and photographer.

ESSENTIAL DUTIES AND RESPONSIBILITIES:
• Design, develop and produce graphic images and covers for assigned college publications. Operate peripheral hardware (scanners, printers, storage devices) and applicable software to create and manipulate graphics and digital images for high resolution output.
• Assist on the supervision of the college’s graphics standards policies to ensure uniformity in appearance among letterhead, logos, brochures, etc.
• Consult with account representatives and/or clients prior to and during production to ensure consistency of goals and cost effectiveness.
• Uses aesthetic knowledge of visual typography, page layout, color, photography and graphics to ensure a consistent college visual identity for printed and online publications.
• Function as electronic publishing specialist; assist 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.
• Oversee online and printed publications to ensure accuracy and consistency.
• Work with catalog coordinator to design and produce college catalog on deadline.
• Maintain strong communication lines with all college departments in order to keep online catalog current and updated as needed.
• Counsel faculty/staff in appropriate marketing techniques specific to their program and target markets.
• Assist departments in ensuring that their Web pages meet graphic standards.

Office of Human Resources
COMMUNITY COLLEGE
OF RHODE ISLAND
 Knight Campus
400 East Avenue, Warwick, RI 02886-1807 P: 401.825.2311 F: 401.825.2345
• 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 collegewide and program-specific special events (including but not limited to the development of theme; layout of invitations, programs and related promotional materials).

• Develop and schedule the college’s advertising campaigns, continually monitoring results via media audit to maximize the college’s media buys.

• 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.

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. CCRI is a PC-based institution. Must have access to and use of own transportation.

ENVIRONMENTAL CONDITIONS:
This position is not substantially exposed to adverse to environmental conditions.

QUALIFICATIONS:
• Bachelor’s degree required, preferably in a marketing, advertising or graphic design field.

• Minimum of five years experience in desktop publishing, 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.

CCRI is an Equal Opportunity / Diversity Employer.
Any individual with a disability who requires assistance in the application process should contact CCRI at (401) 455-6011 prior to the close of the application period. TTY: (401) 825-2313. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. This job description in no way states or implies that these are the only duties to be performed by the employee occupying the position. Employees will be required to perform any other job-related duties requested by their supervisor.