GRAPHIC DESIGNER
ADVANCEMENT COMMUNICATIONS
PG 51

Position Overview

Reporting to the Creative Director, and working in close collaboration and partnership with content providers and other members of the Advancement Communications team, the Graphic Designer helps to conceive, develop, and manage the production of marketing and communications materials produced by the Office of Advancement Communications, Advancement departments, and external vendors. The Graphic Designer ensures that projects adhere to the highest possible standards and meet expectations while conveying a consistent strong brand message for Advancement, the University, and its schools and units.

The Graphic Designer works in a collaborative team environment with other designers, writers, content providers, and Advancement partners to create publications, newsletters, email blasts, video and multimedia, event materials and signage, ads, Web sites, commemorative pieces, presentations, highly customized proposals and correspondence, and other communications materials. Under supervision of the Creative Director and/or Art Director, the Graphic Designer meets with content providers, conceptualizes, designs, communicates and negotiates with vendors, and ensures delivery to meet or exceed expectations.

Multi-tasking and organizational skills are critical, as is the ability to work well with a variety of people and styles in a very professional and positive manner, with demonstrated integrity and good judgment.

Principal Accountabilities

Under direction of the Creative Director and/or Art Director:

Graphic Design (85%)

- Designs publications, illustrations, brochures, invitations, programs, presentations, graphs, charts, Web sites, emails, animations, and other projects.

- Works with the Advancement Communications team, content providers, and vendors to produce design materials in support of major Advancement strategies working with graphic design software programs including, but not limited to, Adobe InDesign, Illustrator, Photoshop, Dreamweaver, After Effects, and Acrobat.

  - Conceptualizes with content providers about ideas and design elements to be presented in visual form

  - Consults with supervisor about interpretation of Advancement partners' needs, taking into account aesthetics, budget and specifications for production

  - Designs layouts for publications and other projects, combining visual elements and techniques, such as illustration, typography, color, format, photography, and other art forms

  - Requisitions equipment, software, and other supplies necessary to the production of work

  - Builds relationships with communicators (writers, designers, developers, etc.) working in other parts of the University

- With limited supervision, considers University and Advancement branding and logo guidelines and graphic and style standards on all design projects (including stationery, invitation and alumni degree style) and acts as a resource and advisor to clients on these guidelines and standards.

- Through meetings and discussions, assists with the development and production of design documents, online photo galleries, and PowerPoint presentations

Additional Responsibilities (15%)

- Participates in the activities of appropriate professional organizations, establishing relationships with staff in comparable institutions to participate in information exchange, professional development activities, special projects, etc.

- Fosters supportive and productive relationships with colleagues both within Advancement and the University as a whole

- Represents Advancement Communications, Advancement, and the University of Rochester at special functions and on appropriate committees

- Supports the Creative Director, Art Director(s), Associate Vice President of Communications, Marketing, and Constituent Engagement, and other members of the Advancement Communications with special projects as needed

- Assists with research for various communications projects and helps build a database of peer research, best practices, and University facts and information for use in materials

- Makes every effort to integrate communication activities into the daily operations of the division of Advancement

- Other duties as assigned

Qualifications

- The incumbent must have a bachelor's degree preferably in graphic design or a related field. The ideal candidate should have at least 1 year of experience working as an employee or intern of a creative agency or design team.

Skills and Abilities

The Graphic Designer will bring these core qualities to his/her role:

- Mastery and highest degree of technical skill with a variety of software programs including Adobe InDesign, Illustrator, and Photoshop. Proficiency in Dreamweaver, Acrobat, and Microsoft Office. Programming, motion graphics, WordPress, advanced PowerPoint skills, and database experience are a plus
- Ability to design and write for print or Web
- A passion and knowledge of design, typography, color, and all things creative
- Outstanding writing and verbal communications skills
- Experience developing and maintaining Web pages, Web forms, and content and materials that are easily integrated with the Web, minimizing maintenance requirements
- Strong references from relevant workplace sources
- Excellent reporting, interviewing, interpersonal and communication skills are essential, as are diplomacy and a team orientation
- Demonstrated qualities of creativity, imagination, and initiative
- Demonstrated ability to successfully work independently as well as collaboratively with others on a team
- A high level of energy and enthusiasm for communications and the mission of Advancement
- A desire to expand skills and experience

- Problem-solving, research, and analytical skills
- Exceptional service to all, and commitment to excellence in everything he/she does
- The ability to see and understand the objectives of the Advancement program and all other divisions of the University Advancement Office, and to integrate his or her goals with those objectives
- The ability to work closely with a highly motivated and active Advancement Communications team
- Ability to represent the University at industry conferences

The Graphic Designer will also possess the following personal qualities:

- A personal belief in mission, goals, and objectives of private higher education
- Integrity
- Self motivated
- Resourceful
- Sophisticated
- Passionate about quality
- Creative
- Respectful, kind
- Perseverance
- Optimistic, positive attitude
- Attentive to detail
- Enthusiastic
- Ambitious
- Tech savvy
- A sense of humor
- Credible/trustworthy
- A good listener
- Socially and politically savvy
- A desire to have fun while working in an environment of intelligent, highly motivated people

Created: April 5, 2016