

**Graphic Designer**  
**URMC ADVANCEMENT COMMUNICATIONS SERVICES**  
University of Rochester Medical Center

**Position Description**

Reporting to the Director, URMC Advancement Communication Services, and working in close collaboration and partnership with fellow members of the URMC Advancement Communications Services team, the Graphic Designer helps to conceive, develop, and manage the production of marketing and communications materials produced by the Office of URMC Advancement Communications Services and external vendors in order to help build a major, leadership, and principal gifts constituency for URMC. The Graphic Designer ensures that projects are delivered on time, within budget, adhere to the highest possible standards for design and visual implementation, and meet or exceed customer expectations, while conveying a consistently strong brand message for Advancement, the Medical Center, and its schools, institutes, centers, departments, divisions, and programs.

The Graphic Designer works as part of a collaborative team that develops and disseminates strategic messaging, fundraising priorities, highly customized proposals and gift discussion materials, and story development in support of URMC fundraising priorities, and the cultivation and stewardship of URMC major, leadership and principal gifts. The Office of URMC Advancement Communication Services also creates and manages the URMC giving website, videos to support priority projects, eblasts to donors and prospects regarding breaking URMC news, and event materials as warranted for signature events.

With latitude for independent judgment and minimal direction from the Director, URMC Advancement Communication Services, the Graphic Designer meets with and updates colleagues, schedules and tracks projects, works with print vendors, negotiates and manages project budgets, creates original designs within brand requirements, and ensures quality production. This requires excellent project management, design, proofreading skills, creativity, analytical and problem-solving skills, the ability to adjust to changing priorities and challenges in a busy environment, strong customer service proficiency, and a thorough knowledge of Microsoft Office and Adobe Creative Cloud. Designs must adhere to URMC branding and Advancement standards.

**Specific Responsibilities**

**(70%) Design Work**

- (40%) Develops design concepts to meet strategic and fiscal objectives in support of major, leadership and principal gifts for URMC Advancement. Utilizes graphic design software programs including, but not limited to, Adobe Creative Cloud Suite, to design: publications, promotional materials, illustrations, brochures, invitations, programs, graphs, charts, and other projects. Combines visual elements and techniques, such as illustration, typography, color, format, photography, and other art forms. Works with external vendors (photographers,

designers, and printers), as necessary, overseeing project management and design and production support for print and digital projects. Specifically:

- Prepares prototypes or rough drafts of pieces according to project needs.
  - Scans, retouches, and color corrects photography as needed.
  - Prepares final layouts for printers; pre-flights and packages files for proper distribution.
  - Requisitions equipment, software, and other supplies necessary to the production of work.
  - Identifies design trends that can help us make a case to donors for support, and shows concepts from rough-stage to final production.
- (10%) With limited supervision and in consultation with the Executive Director and/or Director, adheres to University and Advancement branding/logo guidelines and graphic/style standards on all design projects (including case statements, electronic collateral, brochures, flyers, posters, invitations, and other print collateral) and acts as a resource and advisor to colleagues and external vendors on these guidelines and standards.
  - (5%) Independently consults with Advancement colleagues about ideas and design elements to be presented in visual form taking into account aesthetics, budget, and specifications for production. Oversees execution and delivery of final project to colleague satisfaction.
  - (5%) Through meetings and discussions, builds relationships with communicators (writers, designers, photographers, etc.) working in URM C Public Relations, URM C Marketing, and Advancement Communications to help identify and generate design ideas and concepts.
  - (5%) Organizes photo assets for use in case statements, publications, presentations, web, etc. Hires or assists in hiring photography for events and other needs, assists in shoot art direction, and interacts with central Advancement Communications to archive assets.
  - (5%) Assists in building and maintaining a library of Medical Center resources and news consisting of magazines, reports, and other noteworthy pieces.
- (20%) **Electronic Communication/ Web/Miscellaneous Project Management**
- Maximizes productivity of URM C Advancement Communications Services through effective project management and consistent communications.
  - Develops and manages detailed project schedules, resource plans, and status reports, and tracks and adjusts key project milestones as necessary to ensure that written and web-based projects are delivered on time, within budget, adhere to the highest possible standards, and meet or exceed customer expectations.
  - Designs and sends e-mail campaigns via Constant Contact to help develop major gift prospect pools. Provide click throughs to appropriate gift officers for follow up. Provide Executive Director with overall results to track effectiveness of communication.
  - Reviews and makes copy edits to URM C campaign print materials as directed.
  - Proof reads or reviews campaign communication and events materials for correct design standards, color, etc. for the Executive Director and Director of URM C Advancement Communication Services.
  - Updates and maintains online catalog of all case materials.

- Compiles and distributes monthly press releases of note to all of Advancement.

**(5%) Events Support**

- Utilizes design software to produce event materials and Constant Contact software to send E-Mail invitations to donors and prospects for the Office of URMC Constituent Engagement. Works closely with the Senior Director of URMC Constituent Engagement to design and edit high level campaign materials for the URMC Campaign Cabinet and National Council meetings as appropriate.
- Creates signage, posters, and other necessary collateral needed for signature URMC events as warranted.

**(5%) Additional Responsibilities**

- Participate 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.
- Foster supportive and productive relationships with colleagues both within Advancement and the Medical Center as a whole.
- Represent URMC Advancement Communications Services, Advancement and the University of Rochester at special functions and on appropriate committees.
- Support the Executive Director and Director with special projects as needed.
- Other duties as assigned.

**Basic Requirements**

Bachelor's degree in the communications or arts-related fields and five or more years of relevant design/communications experience required or an equivalent combination of experience and training. Excellent skills required utilizing Microsoft Office products, particularly Word, Excel, and with Adobe Creative Suite, specifically InDesign and Photoshop.

Individual must: be familiar with all aspects of the creative production process, from development of production schedules through pre-press and delivery of final project; have excellent organizational skills, and the ability to navigate many projects at once; represent Advancement professionally in contacts with internal and external constituents; have the ability to communicate effectively and conduct thorough follow-up; demonstrate an ability to work effectively and efficiently in a deadline-driven environment, both independently and as part of a creative team; and be creative, flexible, collaborative, pay careful attention to detail; and possess strong time management and interpersonal skills. Anticipated evenings/weekends in order to meet production deadlines