Position Overview

Reporting to the Senior Director of Creative and Brand Strategies, and working in close collaboration and partnership with Advancement senior leaders, department heads, program managers, and other members of the Advancement Communications team, the Graphics Coordinator helps to strategically conceive, develop, and manage the production of marketing and communications materials produced by the Office of Advancement Communications, Advancement departments, and external vendors; essentially serving as a one-stop shop for the entire Advancement office. This role will be focused specifically on high-level and high-visibility projects that help define the future of the institution. The Graphics Coordinator creates and oversees the process that ensures that these projects are delivered on time, within budget, 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 Graphics Coordinator 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. With limited supervision and with a considerable latitude for creativity, the Graphics Coordinator meets with clients, conceptualizes design, schedules projects, assigns resources, art directs, designs, communicates and negotiates with vendors, manages project budgets, tracks progress, keeps Advancement partners updated, and ensures delivery to meet or exceed expectations.

The Graphics Coordinator uses independent judgment to determine the need for additional resources on a project-by-project basis, and hires, trains, and manages freelance designers, Web developers, photographers, illustrators, printing vendors, and other suppliers of creative services.

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. The Graphics Coordinator will interact at a
high level with the Senior Vice President’s office and must embrace the opportunity to work as a collaborative partner with a wide variety of colleagues involved in advancing the University.

**Principal Accountabilities**

Under direction of the Senior Director of Creative and Brand Strategies and with considerable latitude for exercising creativity:

**Graphic Design/Art Direction (60%)**

- Works with Advancement partners, the Advancement Communications team, content providers, and vendors to produce communications and marketing materials in support of major Advancement strategies and high-level or “signature” programs or initiatives, including The Rochester Model, Principal Gifts, Meliora Weekend, GEC, and Wilson Society. The majority of the Graphics Coordinator’s project-load is composed of “A-projects”, which are multi-piece campaigns that are not part of a pre-established template. These require more planning, aggressive timelines, more detailed and creative execution, and complex review and approval processes. The Graphics Coordinator owns several high-level sub-brands and consults with Advancement partners on a regular basis to bring ideas to life and ensure business and marketing plans are met (50%)

  - Independently consults and conceptualizes with partners and content providers about design strategy, concepts, and design elements to be presented in visual form

  - In collaboration with the Director, interprets Advancement partners’ needs, taking into account overall marketing and communications strategies, branding, aesthetics, budget and specifications for production

  - Designs and/or directs the design of layouts for proposals, publications, event collateral, packaging, graphs/charts, web sites, emails, motion graphics, videos, and other projects, combining visual elements and techniques, such as format, illustration, typography, color theory, photography, and other art forms

  - Art directs photo shoots for advertisements, brochures, case statements, Web sites, events, etc. which includes communication, negotiation, and relationship-building with all constituencies, including University leadership, donors, deans, faculty, students, grateful patients, community members, etc.
• Requisitions freelance talent, equipment, software, and other supplies necessary to the production of work, with oversight of related project and department budget

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

• Negotiates with printers, photographers, and other vendors and assists in furnishing Advancement partners with cost estimates

• Attends press-checks and web reviews/training sessions to ensure quality of all print and electronic products and uses independent judgment to make necessary adjustments at time of review, and communicates back any scope, budget, or schedule changes

• Oversees execution and delivery of high-visibility projects to client satisfaction, conducts project debrief sessions, and takes responsibility for any issues that may arise regarding these projects

• Considers University and Advancement branding and identity 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. (10%)

Collaboratively manages the quality of all visual creative and editorial output of Advancement Communications, for print and Web. (5%)

General Communications and Project Management (25%)

• Builds productive, lasting, internal relationships with all levels of Advancement to include Senior Leadership and faculty to develop depth of understanding of priority programs and projects, analysis of all programmatic materials, tracking of related materials, web searches to gain an understanding of comparative national programs and the like

• Through meetings and discussions, develops and produces design documents, online photo galleries, and PowerPoint presentations

• Through in-depth meetings and consultations with all of Advancement at all levels, to include Senior Leadership, aids all of Advancement Communications with job responsibilities to ensure all projects meet their deadlines
• Maximizes productivity of the Office of Advancement Communications through effective project management and consistent client communications

• Develops relationships with faculty, staff, alumni, students, and volunteers to help identify and generate design ideas and concepts; manage a complex approval process

• Becomes a subject matter expert on organizational policies and procedures, and advises administration on Advancement graphic and style standards including stationery, invitation and alumni degree style, and logo usage, and ensure appropriate decision-making protocols are followed

• Oversees 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

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

• Collaborates with the Senior Director of Creative and Brand Strategies, Associate Vice President of Communications, Marketing, and Constituent Engagement, and other members of the Advancement Communications with special projects as needed

• 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 three to five years or more of direct graphic design, art direction, and project management experience in an advertising, design, marketing or communications work environment preferably in higher education and specifically in advancement; prior staff supervision preferred.

Skills and Abilities

The Graphics Coordinator will bring these core qualities to his/her role:

- 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
- Ability to organize activities effectively, prioritize assignments, and participate in high level communication strategy discussions
- The ability to work closely with a highly motivated and active Advancement Communications team
- Ability to motivate direct reports and team members through dynamic leadership and by personal example
- 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
- Previous experience as a senior designer or art director
- A passion and knowledge of design, typography, paper, color, and all things creative
- Outstanding writing and verbal communications skills
- 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 set priorities in successfully accomplishing complex projects
- Demonstrated ability to successfully work independently as well as collaboratively with others on a team
- Demonstrated commitment to outstanding customer service
- Experience selecting, negotiating with, and managing outside vendors, including designers, photographers, Web developers, and printers
- Experience managing print production and Web site development
• Highly organized with the ability to organize schedules and meet deadlines
• Problem-solving, research, and analytical skills
• Exceptional service to all, and commitment to Ability to represent the University at industry conferences

The Graphics Coordinator will also possess the following personal qualities:

• A personal belief in mission, goals, and objectives of private higher education
• Integrity
• Self motivated
• Resourceful
• Passionate about quality
• Creative
• Respectful, kind
• Perseverance
• Optimistic, positive attitude
• Attentive to detail
• Enthusiastic and 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

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