

Manager, Graphic Design

FLSA Status: Exempt

Pay Grade: 18

Job Title ID: 102015

Job Series/Job Family: President's Series / Public Information/Marketing/Publications Family

Reports To

Director, Public Information and College Marketing

Job Purpose

To develop visual communication strategies to meet the college-wide integrated marketing goals.

Description of Duties and Tasks

Essential duties and responsibilities include the following. Other duties may be assigned.

Required

1. Contributes to all phases of the development and production of visual communication materials that educate and inform the public about ACC's mission, people, programs, and services. Conceptualizes, designs, and produces materials that achieve departmental and college goals. Creates visual concepts, comps, designs, layouts, and performs all prepress activities for a variety of print communication pieces. Creates or oversees creation of graphic images such as illustrations, logos, and information graphics. Establishes design standards for core communication vehicles.
2. Functions as the brand manager, developing and maintaining the college's visual brand standards and guidelines. Provides art direction to design and marketing projects with regard to brand.
3. Advises on other college projects, such as facilities and merchandise, with regard to brand.
4. Supervises Marketing Graphic Design Specialists. Provides art direction, review and feedback to the Marketing Graphic Design Specialists. Provides training as needed. Works in concert with the Director to supervise the creative services team projects. Plans and art directs photo shoots.
5. Serves as the senior member of the creative services team, providing creative leadership on issues relevant to design, branding, and marketing. Oversees standards in type specification, color quality, inspection and approval of proofs to ensure high quality outcome within time and budget constraints.
6. Serves as a senior member of the marketing team, collaborating with others on strategy and content development. Provides creative consulting to other departments.
7. Serves as point of contact with internal and external print vendors for digital, offset, and specialty printing projects; prepares print specifications for bids and quotes, provides estimates to clients.
8. Oversees and supervises production processes for all printing, ensures quality control, including proofing, and review prior to releasing files for production. Works with photographers, freelance designers, advertising/design agencies, print media, and pre-press bureaus as needed.
9. Maintains communications with clients; makes client requested alterations ensuring production progress. Tracks jobs, requirements, progress, changes, timelines and other project variables.
10. Archives and maintains files and creates reports as needed.
11. Serves on college-wide committees as assigned, including the Crisis Communications Team. Engages in professional development as needed to stay current in communication design and design-related computer hardware and software needs.

Knowledge

Must possess required knowledge and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Comprehensive knowledge of graphic design, color and typography, and publication production.
- Strong knowledge of marketing and branding strategies used in print and web media.
- Project management and team leadership concepts.
- Function as a professional team member contributing to a positive and productive work environment.

Skills

Must possess required skills and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Required

- Superior comprehensive visual design skills and creativity.
- Maintaining confidentiality in work related information and materials.
- Ability to work independently as well as within a team; flexibility to manage multiple projects and staff within tight deadlines.
- Broad skill and experience concepting, designing, and producing a variety of publications, from single sheet fliers to outdoor advertising.
- Advanced verbal and written communication skills, including team leading, and group and one-on-one communication. Ability to articulate rationale behind creative solutions.
- Skill in maintaining a set schedule, with flexibility to work occasional evenings and/or weekends to accommodate deadlines.
- Exceptional organizational and planning skills, including exacting attention to detail and follow-through.
- Skill in creative problem solving and analysis.

Computer Skills

Required

- Demonstrated high level of proficiency with Adobe CS (InDesign, Illustrator, Photoshop, Acrobat).

Physical Requirements

Required

- Occasional lifting objects up to 10 pounds.
- Subject to standing, walking, sitting, bending, reaching, kneeling, pushing and pulling.
- Work is performed in a standard office environment.

Work Experience

Required

- Two years related work experience in graphic design including one year project management and supervisory experience.

Preferred

- Experience with and knowledge of web-based communications.
- Five or more years related work experience as a graphic designer.
- Work experience in higher education.

Education

Required

- Bachelor's degree.

Preferred

- Bachelor's degree in design, or related field.

Other

Preferred

- Reliable personal transportation for occasional local travel.

Safety

Required

- Provide resources for safe operation of units. Provide financial and human resources to help eliminate identified safety hazards. Create and support a workplace safety culture by leadership and example.