

JOB DESCRIPTION:	Graphic Designer		
DEPARTMENT:	Marketing & Communications		
REPORT TO:	Director of Marketing		
EEO CLASSIFICATION:	Professional	FLSA STATUS:	Exempt
CUPA HR CLASSIFICATION:	443170	DATE APPROVED:	14-APR-2021
		DATE MODIFIED:	20-MAR-2025

SUMMARY: Responsible for the layout, design, and production activities to produce quality graphic-design artwork.

DUTIES:

1. Conceptualizes, designs, and produces, training, and/or promotional materials including but not limited to flyers, ads, brochures, logos and branding, office signage, exhibits, and/or displays.
2. Develops and produces advertising graphics included but not limited to GiF's, mobile ads in varying sizes, social media ads, print ads and outdoor creative.
3. Works with the web development team, graphic designer will design artwork for marketing landing pages. Institutional webpages and other web-based graphics as needed.
4. Participates in the development, art direction and storyboarding of TV/pre-roll ads.
5. Consults with faculty and staff to identify their graphics needs, budget constraints, and reasonable deadlines for the project.
6. Coordinates the printing production process to ensure quality: writes printing and other reproduction specifications (selects ink, paper, and print quality). Inspects proofs for accuracy.
7. Coordinates graphics or photographic library and/or maintain digital records.
8. Works with the communications team, graphic artists will layout creative assets for inclusion in media kits, op-eds/editorials, media pitches and other creative assets as needed.
9. Collaborates with the graphic design team, web development team, photography/videography and communications team in the development and revisions of concepts through in-house creative meetings or through creative briefs.
10. Performs other duties as assigned.

REQUIREMENTS:

1. **Education /Background:** Bachelor's or Associates degree graphic design, art, or related field or equivalent work experience. Bilingual (Spanish) preferred.
2. **Job Knowledge:** Knowledge of principles and practices of graphic design. Knowledge of graphic layout and photographic requirements and procedures. Proficient in programs within the Adobe Creative Cloud including Illustrator, Photoshop, and Lightroom. Strong interpersonal skills and the ability to effectively communicate concepts and ideas with the ability to understand overall creative concepts with a wide range of individuals and constituencies in a diverse community. Ability to communicate effectively, both orally and in writing. Ability to create and produce graphic materials using a range of media, methods, techniques, and equipment. Ability to analyze graphic and technical information and create interpretive illustrations. Ability to analyze and interpret user graphic requirements. Ability to develop print and/or reproduction specifications. Skill in establishing and maintaining effective working relationships with a creative team. Must be able to handle multiple deadlines and have an eye for detail. Must be sensitive to cultural differences within the University and community.
3. **Working Conditions/Physical Demands** (With or Without Accommodations): Normal office

environment, may travel some within the community when needed. May be required to transport normal office equipment and materials. Ability to comprehend and work with a variety of information from various sources. Able to clearly communicate with a diverse population of individuals. Ability to compose correspondence and reports and remain in a sedentary position for prolonged periods of time. May be required to work additional hours or days depending on circumstances.

4. **Other requirements:**

- a. Requires a valid driver's license.
- b. Required to complete Defensive Driving Course within 6 months. (If applicable to the role)

This job description is not an exhaustive list of all responsibilities, skills, duties, requirements, effort, and/or working conditions associated with the position. Management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change. In addition, this job description is not intended to create a contract of employment between the employee and Western New Mexico University, nor shall it be regarded as a promise to provide specific terms or conditions of employment.

I have read, understand and accept a copy of this job description.

Employee Signature

Date

Employee Name (Printed)