

SENIOR PROJECT GRAPHIC DESIGNER

Function of Job:

Under general direction of designated administrator, create and implement overall visual image for large division or college/university/system; produce comprehensive materials and publications, including marketing materials which influence the success and profitability of institutional programs/solicitations; conceptualize and design print and electronic media from initial concept to final product; ensure that finished products meet both needs of the client and the standards of the division/college/university/system; supervise staff; coordinate and evaluate work of contracted employees; manage projects; and maintain proficiency in current professional design tools.

Characteristic Duties and Responsibilities:

1. Consult with faculty, staff, and/or editors concerning graphics design to determine appropriate and economical format.
2. Design, plan, and layout various types of printed publications; coordinate, with writer/editor as assigned, the message for materials, their alignment with overall institutional goals, and production of a wide variety of print and electronic communications, including articles, brochures, newsletters, web pages, posters, direct mailings, annual reports, and catalogs.
3. Develop creative project proposals, budgets, and production schedules.
4. Hire, evaluate, and supervise staff as assigned; hire, evaluate, and direct work of contract employees, such as art directors, photographers, and/or illustrators.
5. Monitor status and quality of all design work projects; revises timelines and budgets as needed.
6. Prepare formal bid specifications for vendors, such as printers, screen vendors, photographers, and approve final vendor selection.
7. Manage communications to external audiences.
8. Design and produce electronic files; gather page layout, font and artwork files to send to the printer or upload to the web; ensure conveyance of appropriate divisional/institutional image and quality standards.
9. Work with client and editor to establish and manage the budget and timelines for projects; review, question, and/or approve final bill payment.
10. Review proofs with editor and client, communicate changes to the printer or other vendors, approve proofs, and supervise the completion of the job.
11. Provide initiative for design projects and serve as lead for projects.
12. Serve as a resource to other designers in resolving complex design problems.
13. Archive the corrected digital files and photographs from completed projects and other design materials.
14. Serve as a resource to locate photographs, artwork, or archived files for college/university community members.
15. Troubleshoot computer hardware and software problems and serve as graphic design technology resource for other designers and staff members.
16. Maintain currency regarding computer and printing technologies, mail regulations.
17. Maintain a broad interest in and understanding of institutional issues and promotional issues in higher education.
18. Uphold college/university standards for content and presentation.
19. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor of Arts degree, preferably in Fine Arts or closely related field, or Bachelor's degree and additional course study in graphic design and five years of experience in design of publications and/or electronic communications, including one year of supervision.

2. Ability to communicate effectively both orally and in writing, including working with clients and describing divisional/institutional projects.
3. Project management experience.
4. Experience initiating projects and providing direction, both independently and in collaboration with vendors, writer/editors and/or other designers.
5. Experience making decisions and being accountable for major design projects.
6. Strong organizational, technical, and creative skills.
7. Experience in fundraising, recruitment, marketing, and/or research.
8. Knowledge of graphic design tools, traditional artist materials, computers, scanners, CD burners, digital cameras, film cameras, printers, as required by department.
9. Proficiency in or familiarity with specialized software applications as required by department.

Additional Desirable Qualifications:

1. Experience in higher education.
2. Master's of Fine Arts degree in design or related area.

3/23/11
System Approval

3/10/11
Effective Date

Revised - original approved 1/26/06

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.