

Position: Graphic Designer

Salary Grade: 36

BD: 4/15/2026

Summary

Under the direction of the Director of Public Relations and Communications, the Graphic Designer supports college branding and marketing initiatives by producing print and digital visual communications. Performs a variety of graphic design and digital media procedures and techniques to design and produce professional displays, signs, digital graphics, social media assets, presentations, advertisements, or publications using applications for design, editing, and presentation.

Distinguishing Career Features

The Graphic Designer is a specialized position designed for promoting and marketing the College through visual communications in print and digital formats. This position requires a demonstrated ability to create, design, and lay out artwork, graphics, photographs, and text for internal and external use, and select appropriate styles for communications that reflect brand identity standards and accessibility guidelines. Manual illustration and original artwork are used as needed.

Essential Duties and Responsibilities

- Designs and produces layout and visual content of reproduction-ready materials for applications that include but are not limited to advertisements, promotional items, web graphics, email banners, social media assets, and newsletters.
- Designs and produces computer-generated artwork, selecting visual media such as photographs and artwork used in multimedia materials for both print and digital communication channels.
- Determines formats, typography, and visual hierarchy to enhance communication clarity and brand consistency using design tools.
- Confers with faculty, staff, and administration to identify needs, suggest and present options and solutions for visual and printed materials. Presents concepts to clients who in turn, review for purpose and content and ensures compliance with college branding and accessibility standards.
- Assists in establishing production timelines for major publications and digital projects.
- - Advises on design solutions and production feasibility, coordinating timelines, specifications, and vendor needs as appropriate.
- Develop templates and branded design assets for routine publications prepared by other departments, ensuring visual consistency across print and digital materials.
- Takes photographs that support publications. Imports photographs along with artwork, graphics, and text to produce visual and printed materials. Creates and edits digital

images to optimize quality, style, and fit. Maintains a photo archive using the college's digital asset management system.

- Provides support to printing processes by proofreading and editing text and graphics, checking for layout and color order and accuracy prior to printing, and observing printing processes to ensure compliance with specifications for both print and digital output.
- May train staff on the use of current software tools and design best practices.
- Performs digital pre-press and file preparation to ensure accurate color, layout, accessibility, and print specifications.
- Maintains currency of knowledge and skills related to the duties and responsibilities through ongoing learning in emerging design software, digital media practices, and accessibility requirements.
- Performs other related duties as assigned.

Qualifications

Knowledge and Skills

The position requires a working knowledge of graphic design, illustration, graphics, and layout concepts and principles. Requires a working knowledge of typography concepts and techniques. Requires knowledge of and skill at using current software and applications for graphic design, page layout, image editing, and digital production. Requires a working knowledge of multimedia concepts and techniques, including assembly of various elements into cross-platform projects for print, web, social media, and video. Requires working knowledge of the use of photography in publications, and marketing/public relations concepts and techniques. Requires well-developed skills in copy editing, proper English language composition, usage, grammar, syntax, vocabulary, spelling, and punctuation. Requires knowledge of standard office procedures. Requires sufficient human relations skills to work cooperatively as part of a team and with staff and others outside the department. Knowledge of accessibility (ADA/WCAG) design standards, content management systems (CMS), and digital asset management practices is desirable.

Abilities

Requires the ability to produce graphic and multimedia artwork using current digital design tools and related hardware. Requires the ability to edit copy for scripts and advertisements. Requires the ability to apply design and layout software to import, export, and manipulate text, graphic, photographic, and other files in various software programs. Must be able to operate digital cameras, scanners, and basic video-editing tools. Must be able to learn to-use content management systems (CMS) and web-based publishing tools to update visual content. Requires the ability to complete prepress processes and prepare files for both print and digital output. Must be able to function effectively under pressure and meet deadlines and timetables. Requires the ability to operate general office equipment; operate and setup exhibit displays and furnishings, and give presentations to small groups. Requires the ability to work productively and cooperatively with others.

Physical Abilities

Must be able to carry out the following physical ability with or without accommodation:

Requires the ability to function effectively indoors in an office/studio environment and occasionally outdoors, engaged in work of primarily a sedentary to moderately active nature. Requires the ability to use vision (near and far) to write, draw, paint, observe work in progress, use tools, and to read printed materials and computer screens. Requires hearing and speech for ordinary and telephonic conversation and to hear sound prompts from equipment. Requires the ability to operate, activate, or use computers, peripherals, office equipment, and tools, utilizing manual and finger dexterity for tasks such as keyboarding, writing, drawing, and painting. Requires the ability to sit for extended periods of time and move to various District locations. Requires the ability to lift (from low, level, and overhead, max. 40 lbs.) and carry (max. 40 lbs.) to move equipment and supplies, including into and out of storage areas on an occasional basis.

Education and Experience

The position requires an associate degree and 3 years of experience in graphic design, advertising, or publishing. Additional post-secondary education may substitute for experience.

Licenses and Certificates

May require a valid driver's license.

Working Conditions

Work is performed indoors, where some safety considerations exist from proximity to chemicals and fumes. Work may also include extended screen time using digital design equipment and occasional off-site photography or event support.