



COMMUNITY COLLEGE  
OF RHODE ISLAND

Office of Human Resources

**POSITION DESCRIPTION**

<b>TITLE:</b>	Senior Graphic Designer
<b>DEPARTMENT:</b>	Marketing & Communications
<b>REPORTS TO:</b>	Director of Marketing, Communications and Publications
<b>GRADE:</b>	PSA 13
<b>WORK SCHEDULE:</b>	Non-standard, 35 hours per week; evening and weekend; additional hours required.
<b>SUPERVISES:</b>	Provides oversight and direction to staff members as it pertains to visual design, layout, and production.

*The Community College of Rhode Island is the state's only public comprehensive associate degree-granting institution. We provide affordable open access to higher education at locations throughout the state. Our primary mission is to offer recent high school graduates and returning adults the opportunity to acquire the knowledge and skills necessary for intellectual, professional and personal growth through an array of academic, career and lifelong learning programs.*

*We meet the wide-ranging educational needs of our diverse student population, building on our rich tradition of excellence in teaching and our dedication to all students with the ability and motivation to succeed. We set high academic standards necessary for transfer and career success, champion diversity, respond to community needs, and contribute to our state's economic development and the region's workforce.*

**JOB SUMMARY:** Responsible for the concept development, creation, and management of all design work related to publications, advertising, digital, and internal communications for the college and its four campuses. Serves as the college's chief brand manager, providing visual communications and graphic design for all college departments and divisions. This includes, but is not limited to the design and visual management of all recruitment and retention publications, collateral materials, social media, and advertising design for potential students, enrolled students, alumni, faculty, staff, and members of the Rhode Island community. Works closely with the college photographer to ensure quality and consistency in all forms of visual communication that are shared internally and externally.

**Knight Campus**

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Serve as creative lead in overseeing all visual concepts, aesthetics, brand consistency, and graphic images to ensure continuity for all assigned college publications, advertising, and marketing materials for all audiences.
- Use aesthetic knowledge of visual typography, page layout, color, photography and graphics to ensure a consistent college visual identity for printed and digital publications.
- Provide leadership on all design projects for internal and external audiences for all college campuses, including the compiling of information, layout, design, traffic management, and final production for all materials.
- Build, implement, and maintain the college's graphics standards policies and necessary design templates to ensure visual brand consistency across the entire college. This includes management of college flyers, digital signage, powerpoints, and collateral materials for college events.
- Work closely with the college photographer to direct visual design and artwork for recruitment and retention marketing campaigns, the college's Annual Report and alumni magazine, and other print and digital publications.
- Develop, implement, and manage design and print production schedules for all college clients. Work with project managers in Marketing and Communications to manage deadlines for projects and ensure that projects are managed efficiently and on-time.
- Determine print specifications and assist in coordinating print projects. This includes meeting with printers and vendors as necessary to ensure successfully delivered products.
- Operate peripheral hardware (scanners, printers, storage devices) and applicable software to create and manipulate graphics and digital images for high resolution output as well as DIGITAL ONLINE PRESENCE.
- Continuously learn all aspects of updated software and publications tools necessary to create successful solutions for all college clients (i.e.; multimedia software for video and online graphics, photo management software for department ease of use, creating templates in Words as needed for department use, etc...)
- Function as electronic publishing specialist; assisting departments in converting college publications to a portable document format (PDF) or other formats appropriate for viewing on the CCRI Web site; recommend hardware/software as needed.
- Continuously keep abreast of the latest design, advertising and marketing visual trends and solutions to assist in creating effective college communications.
- Review and analyze new equipment and methods in the field for possible purchase and/or application.
- Provide content leadership for college clients in Academic Affairs, Student Services, Workforce Development, Athletics, and Advancement to ensure rich user experiences and high-impact visual materials that leverage the college's brand and improve recruitment and retention efforts.
- Counsel faculty/staff in appropriate marketing techniques specific to their program and target markets.
- Compile information, edit, proofread and lay out college publications and ads within prescribed deadlines, including but not limited to the college catalog, course bulletin and other publications.
- Work with college departments and committees in the coordination of college wide and program-specific special events (including but not limited to the development of theme; layout of invitations, programs and related promotional materials).
- Attend special programs and events as requested.
- Assist department with working knowledge and experience in social media outlets.
- Work with a Web content management system.

- Act as a liaison to departments as needed.
- Support staff writers with some writing responsibilities.
- Demonstrate a commitment to the philosophy and mission of a comprehensive community college.
- Work collaboratively with others in a diverse and inclusive environment.
- Other duties as assigned.

**LICENSES, TOOLS AND EQUIPMENT:**

- Proficiency using software appropriate to a Marketing and Communications office, including but not limited to MS Office, Photoshop, InDesign, Illustrator; telephone, copy and fax machines. CCRI is a PC-based institution.
- Must have access to and use of own transportation.

**ENVIRONMENTAL CONDITIONS:**

- This position is not substantially exposed to adverse to environmental conditions.

**QUALIFICATIONS:**

- Bachelor's degree required, preferably in a marketing, advertising or graphic design field.
- Minimum of ten years' experience in desktop publishing, digital design, publication design and production in a marketing, advertising or graphic design setting.
- Some creative writing experience required.
- Must be detail oriented and interpersonal skills are essential.
- Must be able to work independently and manage multiple priorities in a deadline-oriented environment.
- This position will require travel to other CCRI campuses throughout Rhode Island.

**CCRI is an Equal Opportunity / Affirmative Action Employer.**

CCRI recognizes that diversity and inclusivity are essential to creating a dynamic, positive and high-performing educational and work environment and to helping prepare our students for lifelong success. We welcome applicants who can contribute to the College's commitment to excellence created by diversity and inclusivity.

CCRI prohibits discrimination, including harassment and retaliation, on the basis of race, color, national or ethnic origin, gender, gender identity or expression, religion, disability, age, sexual orientation, genetic information, marital status, citizenship status or status as a protected veteran. Inquiries or complaints concerning discrimination shall be referred to the College's Director of Institutional Equity & Title IX Coordinator, Elizabeth Canning, [ecanning@ccri.edu](mailto:ecanning@ccri.edu).

The Jeanne Clery Act requires institutions of higher education to disclose campus policy statements and crime statistics. Our annual report is available here:

<http://ccri.edu/campuspolice/pdfs/ANNUAL-SECURITY-REPORT-FINAL.pdf>