UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Artist (Graphic Design & Promotion)/Web Developer

DIVISION: Academic Affairs (ASFCCE)

REPORTS TO: Director, CCE Marketing External Affairs

GRADE: 10

SUPERVISES: Support staff; student assistants

BASIC FUNCTION:

Serve as graphic designer and web developer for Alan Shawn Feinstein College of Continuing Education (ASFCCE) departments, with responsibility for ensuring overall graphic consistency with campus-wide marketing campaign(s) and design, coding, implementation and maintaining of campus/college website. Responsible for all aspects of creating, planning, organizing, and producing promotional and design materials. Assist in maintaining related Web content and producing related e-communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Design and develop print materials, including, but not limited to, overall marketing materials, project-specific brochures, posters, postcards, etc.

Assist other ASFCCE departments with the development of design concepts, including the design of related materials and templates, ensuring consistency with overall campus marketing concepts. In addition, assist with the development of scheduling guidelines, and with the collection of supplemental photographic graphics.

Assist the Director with the oversight of Web. Manage web content and visuals. Perform all marketing related web requests. Interface with all departments to insure that web visuals and content are creative, current, accurate, and consistent with overall campus marketing concepts and overall University branding.

Design multi-media presentations for marketing venues.

Prepare documents to be camera ready for commercial printers, including placement of all content and photos, and manipulation of photographic images.
Digitize photographs and documents for use in marketing materials. Maintain electronic photo library and archives.

Design, develop and print large-scale posters and signage.

Obtain quotes, and, where necessary, write bid specs for jobs to be outsourced to commercial printers.

Design building banners and signage (e.g., campus banner, open house banner).

Convert documents to e-mail format, compress and attach visuals for press releases.

Assist the Director in working with photographers, printers and other vendors.

Assist with the promotion of department events designed to market the Campus.

OTHER DUTIES AND RESPONSIBILITIES:

Interface with other University departments regarding the branding initiative and related matters.

Serve on college/university committees as assigned.

Perform other duties as required.

LICENSES, TOOLS AND EQUIPMENT:

Personal computer, large-scale printer, scanning equipment, fax and copy machines, word processing, database management software, graphics software.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

Required: Bachelor’s degree in graphic design or related field; three years of professional experience in graphic design, including experience creating, planning, organizing and producing promotional and design materials, and experience in designing, developing, coding, implementing and maintaining web-sites; proven understanding of marketing principles; demonstrated experience with digital photography, AdobeCS5mastercollection, Photoshop, illustrator, flash, final cut pro, HTML, Dreamweaver, Javascript, CCS, php and phpESPwizard; graphic and web experience, preferably in higher education; excellent interpersonal and oral and written communication skills;
excellent organizational skills; ability to manage multiple projects simultaneously and meet deadlines; ability to organize, coordinate and supervise support staff. Must be detail oriented. Must provide own transportation.

Preferred: Marketing background.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.