

Class Code:...0139D-2017  
Position #: (PTAA) (E)....  
Developed by:.....JD;JF  
Reviewed by:.....SG;DLJ  
Approved by:.....LK  
Date:..06/07;02/11;03/17

UNIVERSITY OF RHODE ISLAND

Position Description

**TITLE:** Artist (Graphic Design & Promotion)/Web Developer)  
**DIVISION:** ASF College of Education and Professional Studies  
(CEPS)  
**REPORTS TO:** Manager, Marketing and Advertising  
**GRADE:** 10  
**SUPERVISES:** Support staff; Students

**BASIC FUNCTION:**

Serve as graphic designer and web developer for the entities within the Alan Shawn Feinstein College of Education and Professional Studies, with the responsibility of ensuring overall graphic consistency of college-wide marketing campaigns and designs for collateral materials that are consistent with the University's standards, coding, implementation and maintenance of the college's website. Create, plan, organize and produce promotional and design materials. Maintain the college's web content. Produce related e-communications.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

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

Assist other CEPS departments with the development of design concepts, including the design of related templates and materials, ensuring the consistency of overall marketing concepts. In addition, adhere to the development of scheduling guidelines, and in the collection of supplemental photos and graphics.

Assist the manager with the oversight of the Website. Manage web content and visuals. Perform all marketing related web requests. Interface with all departments to ensure that web visuals and content are current, accurate, and consistent with the college's marketing efforts and the University branding.

Design multi-media presentations for marketing venues.

Prepare documents to be camera-ready for commercial printing, including placement of all content and photos, and manipulation or photographic images.

Digitalize 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. (i.e.; college banners, open house banners)

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

Assist manager in working with printers and other vendors.

**OTHER DUTIES AND RESPONSIBILITIES:**

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

Serve on college/university committees as assigned.

Perform other necessary 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; Minimum three years' professional experience in graphic design; Demonstrated experience creating, planning, organizing and producing promotional and design materials; Demonstrated experience in designing, developing, coding, implementing and maintaining web-sites; Demonstrated knowledge of marketing principles; Demonstrated experience with digital photography; Demonstrated experience with Adobe CS5 Master Collection (Photoshop, Illustrator, Flash, Dreamweaver, etc.); Demonstrated experience with programming languages (HTML, CSS, PHP, JavaScript, etc.); Demonstrated experience with Final Cut Pro; Demonstrated strong interpersonal and verbal communication skills; Demonstrated proficiency in written communication skills; Demonstrated organizational skills and attention to detail; Demonstrated ability to manage multiple projects simultaneously and meet deadlines; Demonstrated supervisory experience; and, Demonstrated ability to work with diverse groups/populations.

**PREFERRED:** Demonstrated marketing experience; and Demonstrated graphic and web experience in higher education.

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