**Connecticut State Community College
Job Description
Graphic Designer II**

Salary Level:	**Date Approved/Revised:**
CCP 17 (Subject to Willis)	**Rev 2. 9/28/23**

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Position Purpose:

The Graphic Designer II uses a variety of design tools and elements to provide public information, assets for outreach and recruitment, digital and print pieces, and advertising products for CT State Community College as a whole and for its campuses. In addition, Graphic Designer II supports the promotion of CT State to external and internal audiences by performing graphic design, layout, and production of materials in print and other media.

Supervisory and Other Relationships:

The Graphic Designer II reports to the Director of Creative Services. The incumbent develops new assets for CT State and interprets consolidated feedback.

The Graphic Designer II collaborates closely on print projects and with other members of the CT State Marketing team. The Graphic Designer II also produces content for, and in conjunction with, requests from campuses and departments as needed.

Examples of Duties

The following examples of duties illustrate the general range of tasks assigned to the position, but are not intended to define the limits of required duties. Other essential duties may be assigned consistent with the general scope of the position.

- Create timelines for project completion and direct priorities for the graphics team while overseeing workload and job flow
- Take ideas from rough layout or concept to final composition in innovative ways that align with the CT State style guidelines.
- Serve as the CT State Brand Manager and review branded work by the Marketing Team for correct usage and consistency
- Create advertising concepts, and design graphic content, illustrations, animations and infographics
- Provide guidance and feedback to graphic designers on the team to ensure quality and consistency.
- Create products that drive engagement and foster the values of diversity, equity and inclusion
- Track the creation and use of college-wide design resources for faculty and staff uses
- Provide and supervise design services for projects that may include but are not limited to brochures, flyers, business cards, letterhead, event announcements, graphics for social media posts or marketing emails, website graphics and other collateral material or companion pieces to web-based content
- Oversee timely delivery of print-ready and web-ready files for projects as needed
- Use project management and distribution planning platforms
- Responsible for management of all graphic design related projects for CT State
- Has oversight for CT State graphic designs

Professional Participation and Development

In addition to the accountabilities listed above, the incumbent is required to carry out the essential duties of:

- Attendance and participation at convocation, commencement and honors ceremonies;
- Service on assigned committees and task forces;
- Attendance and participation at committee, staff, informational and professional meetings.

These may involve attendance at evening or weekend events, within contractual limits.

The incumbent is expected to maintain currency in the position's required fields of professional expertise and competencies through professional development or other self-directed means of skills training and acquiring knowledge of emerging technologies, developing knowledge bases and trends in higher education. The incumbent is required to maintain complete confidentiality of student records and other information of a confidential nature as required by law.

Qualifications

Incumbents must possess proven ability to effectively work with a culturally, linguistically, and ethnically diverse faculty, staff, and students. They are expected to have excellent oral and written communication skills along with strong information technology literacy skills such as Microsoft 365. Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Digital photography and digital darkroom experience relevant to graphic design
- Graphic design software, including Adobe Creative Suite (Photoshop, Illustrator, InDesign, etc.) and other graphic design tools
- Project management software
- Template design and creation
- Project management, time management and supervisory skills
- Delivering constructive criticism and feedback
- Proofreading, quality control and attention to detail

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor's degree in a relevant field together with 2-5 years of related experience; or a combination of education, training and experience which would lead to the competencies required for successful performance of the position's essential duties.

Work Environment

The incumbent typically performs work in offices. The incumbent may travel to central office meetings and conferences, campuses and print shops as well as occasionally other public events or photo shoots. This position may be assigned to the college office or a campus location. Reasonable accommodation will be made for incumbents and candidates with physical limitations.