Connecticut State Community College
Job Description
Graphic Designer

Salary Level: CCP 16 (Subject to Willis)  Date Approved/Revised: Rev. 2 4/19/23

Position Purpose:
The Graphic Designer uses a variety of design elements to create distinctive visuals and design services 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.

The Graphic Designer is part of a team that will work to promote CT State and its campuses to external and internal audiences by performing graphic design, artwork, layout and production of materials in print and other media. The Graphic Designer must be able to take an idea from rough layout or concept to final composition that is in line with the CT Style Guide, using creative vision to create the right visuals that drive engagement.

Supervisory and Other Relationships:
The Graphic Designer reports to the Senior Graphic Designer as part of the Creative & Publication Services team. The incumbent will produce content for and in conjunction with requests from the directors of Digital Services, Media & Public Relations, Organizational Communications, as well as directly from campuses 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 templates and load into Lucid Press, Objectif Lune, PhotoShelter and other platforms that will serve as a systemwide resources for faculty and staff uses; and provide technical assistance and training as needed for those requesting access.
- Contribute to CT State’s photo and graphic library on a digital sharing platform (PhotoShelter); and contribute to the development of guidelines and best practices for usage.
- Provide 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, reports, website graphics and other collateral material or companion pieces to web-based content.
- Provide print-ready and web-ready versions of projects as needed and communicate with the Senior Graphic Designer, other team members, and requestors on timeline of deliverables.
- Utilize platforms including Hub Spot and Lucid Press for project management and distribution planning.
- Design and manage projects to completion that align with the CT State Style Guide and incorporate feedback.
- 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 learning new technologies, upgrades or features.
- Participate in the creation of project concepts, images and campaigns that reflect diversity, equity and inclusion.
- Other general designer responsibilities may include: developing visual assets to support a marketing campaign, designing a graphic overlay for social media posts, formalizing the layout for a print ad, and retouching photos for digital signage.
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.

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 Office (Word, Excel, Outlook, Teams etc.). Incumbents are required to have demonstrated advanced knowledge and abilities in the following:

- Experience in digital photography and digital darkroom experience relevant to graphic design.
- Experience in Adobe Photoshop, Illustrator, and InDesign
- Experience creating and managing templates and other assets in Lucid Press, Objectif Lune and PhotoShelter.
- Experience using Hub Spot platform.
- Excellent project management and time management skills

These skills and abilities typically are acquired through a combination of education, training and experience which would include a Bachelor’s degree in graphic design or related field together with 1-4 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 position may require traveling to campuses and print shops as well as occasionally other public events or photo shoots. This position may work on a campus and may also be based at CT State central office in New Britain. Reasonable accommodation will be made for incumbents and candidates with physical limitations.