



**Connecticut State Community College  
Job Description  
Graphic Designer 1**

**Salary Level:**  
CCP 16 (Subject to Willis)

**Date Approved/Revised:**  
Rev. 3 8/24/23

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**Position Purpose**

The Graphic Designer 1 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.

The Graphic Designer 1 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 1 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 1 reports to the Director of Creative Services. The incumbent produces content for and in conjunction with requests from the CT State marketing team as well as from campuses as assigned.

**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.

- Contribute to a library of design resources for use by faculty and college and campus staff, and provide technical assistance and training as needed for those requesting access
- Take and edit photos, as needed, and contribute to CT State's photo and graphics library on a digital asset management platform; 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 digital-ready versions of projects as needed and communicate with the Director of Creative and Publication Services and other team members, as well as clients, on specifications, timeline, and budget of deliverables
- Maintain extensive theoretical and practical knowledge of digital and analog printing and pre-press procedures
- Use department project management software to log, track progress and archive design jobs, communicate to team members and clients, and monitor workflow and workload
- Create advertising concepts, and design graphic content, illustrations, animations, and infographics
- Design and manage projects to completion that align with CT State style guidelines
- Ensure accessibility of documents to be used on the website, in coordination with the Web Content and Accessibility Coordinator
- Create project concepts, images and campaigns that reflect diversity, equity, and inclusion
- Take part in projects that include, but are not limited to, the development of 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.

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
- Template design and creation
- Project, time, and project budget management
- Accepting constructive criticism and incorporating feedback
- Demonstrating exceptional 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 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, the college office, 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.