

WARTBURG COLLEGE

POSITION DESCRIPTION

Title of Position: Graphic Designer

Preparation Date: February 2023

Function of Position:

The graphic designer reports to the Chief Marketing Officer and Director of Marketing & Communication and is responsible for providing leadership and oversight for the visual brand of Wartburg College. This is a full-time position. Occasional remote work is negotiable.

Principal Duties and Responsibilities:

- Serve as lead designer for Wartburg publications and assist with visual brand management and trademark approval process; plan, analyze and create visual solutions and strategies utilizing appropriate artistic styles and typography for target audiences. (40%)
- Strategize with marketing account executives on a regular basis to meet client goals and tactical needs such as creating posters, programs, brochures, social media graphics, email graphics, etc. ensuring that deadlines are met. Provide proofs for account executive and client review. (20%)
- Collaborate with marketing staff in design for various multimedia outlets including websites, social media, and video projects. (10%)
- Supervise and manage student workers and/or interns to provide purposeful learning experiences. All student work (proofs) will be submitted electronically at the end of each working period. (8%)
- Create graphic and photographic illustrations and layout to support the content of the Wartburg Magazine in print and online formats. (7%)
- Plan and execute all pre-press arrangements in collaboration with the Print Center Manager such as material types and finishes, binding and presentation. (3%)
- Manage graphic slides in the campus digital signage system (5%)
- Research current emerging design trends to reach specific target audiences. (2%)
- Other related duties as assigned. (5%)

Supervision:

Employee proceeds independently, working toward established objectives, requiring the use of a wide range of procedures. Employee prioritizes own work, devises new, creative approaches and refers only unusual cases to supervisor.

Minimum Qualifications:

- Bachelor's degree in graphic design or related field
- Four years of experience in graphic design, which may include internship and/or student employment
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
- Must be familiar with various printing processes and working with commercial vendors
- Strong creative, communication, collaborative, and problem-solving skills

Preferred qualifications:

- Familiar with higher education environment
- Ability to manage multiple projects in a fast-paced environment
- Strong mentoring/teaching skills
- Familiarity with email, social media, and advertising graphics best practices
- Ability to work physically on campus in an office setting

Application Procedure:

Send letter of interest, including a statement regarding qualities you offer within the context of the Wartburg College mission, résumé, and contact information for three references electronically to: hr@wartburg.edu. See www.wartburg.edu for further information about the college. Screening begins immediately and continues until position is filled.

WARTBURG COLLEGE is a selective liberal arts college of the ELCA, nationally recognized for community engagement. As an affirmative action, equal opportunity institution, Wartburg College actively seeks applications from members of underrepresented ethnic and minority groups