



**Classification Series:**

Creative Brand and Design Specialist Occupation

**Bargaining Unit:**

ACE

**Creative Brand and Design Specialist 2**

**Series Purpose:** The purpose of the Creative Brand and Design Specialist occupation is to produce computer-generated electronic visuals and graphic designs ranging from black and white to full color and finished designs and layouts for university and departmental publications, graphics, and/or enrollment materials to support and enhance the university's brand.

**Class Concept:** The class works under general direction with a low level of intervention on the part of the supervisor and electronically designs and coordinates printed and digital communication materials and publications. The class requires extensive knowledge of computer-generated graphic design and available software, as well as graphic design branding, and visual communications in order to create, design, and produce facility and building branding, large installations, billboards, digital files that meet federal accessibility standards, electronic designs and coordinate printed communications materials such as publications, illustrations, posters, graphs, charts, brochures, newsletters, forms, web graphics, multi-media displays, and/or maps.

**Job Duties: Incumbents may perform some or all of these duties or other job-related duties as assigned.**

Applies graphic design principles to develop and implement branding for facilities and buildings in alignment with established brand standards. Reviews and assesses physical spaces to ensure optimal and effective brand placement, performs quality control on all visual outputs, and collaborates with outside vendors to produce high-quality, on-brand signage and materials.

Creates digitally accessible documents as requested that meet digital accessibility standards outlined in Title II of the Americans with Disabilities Act (ADA) and as defined in any applicable university policies.

Creates, updates, and distributes clear, engaging training materials to support learning and performance directly related to the university's brand and design as well as digitally accessible documentation. Collaborates with subject matter experts to ensure content is accurate, accessible, and aligned with organizational goals.

Originates electronic designs by operating computer hardware and using appropriate software to manipulate images and combine photographic images with computer-generated images to communicate messages/information; coordinates work by contacting writers, photographers, and

management as needed; establishes deadlines to ensure timely publication; identifies amount of copy for allocated space in publication; ensures compliance with postal regulations.

Identifies and advises print vendors of services needed; ensures product quality and timeliness of printed communication materials and publications; determines standards and most efficient methods of production to consider timeframes and/or cost; uses mediums as appropriate to design publications and reviews final draft before printing; evaluates finished product and analyzes success of print media; works with editorial team, other departmental personnel, and/or external consultants and/or advertisement agents to develop creative concepts; directs and locates available graphic support materials.

Follows established graphic and branding standards to ensure all materials are visually consistent, professional, and aligned with the organization's brand guidelines. Ensures accurate use of logos, colors, typography, and layouts across all deliverables.

Recommends policies and procedures in regards to graphic design, media, printing methods, papers, and inks for projects; develops visual concepts and coordinates design projects with staff and/or vendors to discuss scope of work, establish deadlines, identify specifications, cost controls, and quality products; creates and/or edits content for graphic designs; coordinates purchase of materials and/or services with vendors for digital output of proofs, color imaging, and print services.

Ensures support files are included and formatted in accordance with printer stipulations.

Researches stock photography as needed; works with photographer and creates/designs visual elements for print materials including, but not limited to publications, fact sheets, and/or promotions.

Develops and prepares communications/marketing materials for internal and external audiences as assigned; creates new electronic graphics and converts existing graphics between computer platforms using thorough knowledge of graphic design software such as Photoshop, PowerPoint, InDesign, etc.

Maintains an archive of finished projects.

**Other Functions and Responsibilities:** Assists with training new hires.

Performs any and all other duties assigned and/or required that are within the level of responsibility for this classification at the discretion of the supervisor.

**Knowledge, Skills, and Abilities:**

Knowledge of: university policies and procedures related to marketing, design projects, and communications; the most current university branding to ensure visual marketing consistencies\*; graphic design; appropriate visual treatments and techniques.

Skill in: verbal and written communication, use and maintenance of materials, tools, and equipment associated with the field of graphic design, marketing, and visual communication.

Ability to: manage multiple projects with varying deadlines simultaneously; organize and maintain a workflow; deal with problems involving several variables in familiar context; interpret a variety of instructions in written, oral, or picture form; maintain accurate records; work alone on most tasks; cooperate with co-workers on group projects.

(\*) Developed after employment.

**Minimum Qualifications:** At least a bachelor's degree in art, graphic art, graphic design, or another related field; **OR** an associate degree in art, graphic art, graphic design, or another related field and a minimum of three years of related professional experience; **OR** a high school diploma or GED and a minimum of five years of related professional experience.

**Preferred Qualifications:** Demonstrated experience with Adobe Creative Suite and related graphic design software. Experience in printed material imposition. Strong Photoshop editing skills and an established design portfolio.

**Required Certifications, Training, and/or Licensures:** None

**Physical Requirements:** In accordance with the U.S. Department of Labor physical demands strength ratings, this position will perform sedentary work.

**Sedentary:** work involves exerting up to 10 pounds of force occasionally or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects, including the human body. Sedentary work involves sitting most of the time, but may involve walking or standing for brief periods of time. Jobs may be defined as Sedentary when walking and standing are required only occasionally and all other Sedentary criteria are met.