

POSITION DESCRIPTION

JOB TITLE: GRAPHIC DESIGNER

DEPARTMENT: PUBLIC INFORMATION

SALARY RANGE: COMMENSURATE WITH EDUCATION AND EXPERIENCE

FLSA: NON-EXEMPT

IMMEDIATE SUPERVISOR: DIRECTOR OF PUBLIC INFORMATION

SCHEDULE DETAILS: FULL-TIME: MON-FRI; OCCASIONAL EVENINGS/WEEKENDS

DATE OF LATEST REVIEW/REVISIONS: MAY 27, 2025

What we are looking for:

At Crowder College, our mission is to build a civil, serving, literate, learning community of responsible citizens. We are committed to providing a high-quality education that prepares students for lifelong learning and meaningful careers. Our core values of excellence, integrity, inclusiveness, and community guide everything we do. As we continue to expand our reach and impact, we are seeking passionate and dedicated individuals who share our commitment to student success and embody our values. We are looking for team players who are innovative, student-centered, and eager to contribute to a dynamic learning environment. If you are driven by the desire to make a meaningful difference in the lives of students and the community, we invite you to join us at Crowder College.

The Graphic Designer provides a variety of digital materials to create engaging and on-brand support for the Public Information and the College. Create effective promotional material content for the college across multiple mediums including digital and print in various formats. Create brand recognition and consistency in all external materials including on-campus promotions and displays. Ability to evaluate and analyze efforts to assess final product and promotion of the college in all public facing materials.

Essential Job Duties

Some of the duties listed below would be day to day management of the Graphic Designer and will vary depending on the need(s) of the college. Priorities Include:

- Work with Public Information Director in development and production of promotional materials for the college and Foundation.
- Schedule projects to fit budget constraints
- Conduct marketing research and analysis of data with Public Information Director and Recruiting
- Assist in developing marketing strategies
- Assist Public Information Office with photographs and event coverage.
- Assist Public Information Office with internal and external marketing publications.
- Help develop and communicate college brand.
- Create, produce, and edit videos to communicate Crowder College to prospects, staff, and stakeholders.
- Use of Adobe Suite products such as InDesign, Photoshop, Illustrator, Premiere, Lightroom and others.
- Coordinate with the Public Information Assistant regarding printing needs.
- Work with Recruiting, Public Relations and Marketing (RPM) committee in marketing efforts of the college.
- Assist Public Information Assistant with printing requirements, as needed.

Knowledge, Skills & Abilities

- Excellent written, communication, and organizational skills.
- Ability to key in documents or data efficiently and accurately.
- Ability to effectively manage multiple tasks simultaneously while meeting deadlines.
- Knowledge of general office procedures and filing.
- Ability to establish and maintain professional conduct and positive working relationships with students, employees and community contacts.

- Ability to establish and maintain positive working relationships with employees, students, other professionals, and the public.
- Information Technology abilities required:
 - Ability to operate a computer using a Windows environment.
 - Ability to effectively use Adobe Creative Cloud products
 - Ability to adapt to college specific software programs
 - Ability to operate a computer within the Crowder College network environment.
 - Ability to utilize all relevant computer programs and systems.
 - Ability to utilize email.
 - Ability to utilize basic Microsoft Office.
- Creative and analytical skills:
 - Ability to define problems, collect data, establish facts, and draw valid conclusions.
 - Ability to devise or modify methods or processes to solve specific problems.
 - Ability to plan, develop and implement all necessary policies and procedures to ensure that the counseling center follows ethical guidelines.
- Language/Communication Skills:
 - Ability to communicate effectively with a variety of people, including staff, students, other professionals, and the general public, in both written and oral mediums.
 - Ability to interact with a broad range of people both on and off campus in a positive manner.

Education and Experience

- Associates degree in Graphic Design or similar field required, Bachelors degree preferred. Equivalent work experience may be substituted for Bachelors degree.
- Preference given to work experience in marketing or ad agency.
- Valid driver's license is required.

Positions Supervised

- None

Working Environment

- Generally, works indoors in a standard office environment.
- Normal college working hours but adjustment of hours involving evening and/or weekend work may be required.
- Travel to other instructional sites occasionally required.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical

- Generally sedentary work but will involve mobility within the campus and various sites.
- Light lifting and physical activities may be required occasionally.
- Input, access and distribute information using computers.
- While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to handle or feel; reach with hands and arms; stoop, kneel, or crouch; and talk or hear. Specific vision abilities required by this job include close vision.
- The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

CROWDER COLLEGE RESERVES THE RIGHT TO MODIFY, INTERPRET, OR APPLY THIS POSITION DESCRIPTION IN ANY WAY THE INSTITUTION DESIRES. THIS POSITION DESCRIPTION IN NO WAY IMPLIES THAT THESE ARE THE ONLY DUTIES, INCLUDING ESSENTIAL JOB DUTIES, TO BE

PERFORMED BY THE EMPLOYEE OCCUPYING THIS POSITION. THIS POSITION DESCRIPTION IS NOT AN EMPLOYMENT CONTRACT, IMPLIED OR OTHERWISE. THE EMPLOYMENT RELATIONSHIP REMAINS "AT-WILL." THE AFOREMENTIONED POSITION REQUIREMENTS ARE SUBJECT TO CHANGE TO REASONABLY ACCOMMODATE QUALIFIED INDIVIDUALS WITH A DISABILITY.