AUBURN
Human Resources

University Brand & Graphic Designer

Job Description

JOB INFORMATION

Job Code	OB28
Job Description Title	University Brand & Graphic Designer
Pay Grade	MC10
Range Minimum	$58,940
33rd %	$72,700
Range Midpoint	$79,570
67th %	$86,450
Range Maximum	$100,200
Exemption Status	Exempt
Organizational use restricted to the following divisions	140 University Mkt & Strategic Comm
Approved Date:	9/16/2026 2:33:50 PM

JOB FAMILY AND FUNCTION

Job Family:	Marketing, Communications, & Multimedia
Job Function:	Graphic Design

JOB SUMMARY

Develops and executes institution-wide creative communications and visual design solutions that support Auburn University's marketing, branding, and communications objectives. Partners with colleges, schools, divisions, and administrative units to translate communication needs into effective visual materials and campaigns that advance university priorities. Leads complex and high-visibility creative projects from concept through production, ensuring alignment with university brand standards, communication goals, and project requirements. Serves as a creative resource within the Office of Communications and Marketing by providing design expertise, supporting integrated marketing initiatives, and contributing to the continuous improvement of university communications and visual identity.

RESPONSIBILITIES

- Develops creative concepts and visual communications that support university-wide initiatives, integrated marketing campaigns, and communications projects aligned with Auburn University's strategic priorities.
- Partners with assigned colleges, schools, divisions, and administrative units to assess project needs and develop effective visual solutions that support communication and marketing objectives.
- Leads the creative development and execution of complex projects from concept through final production, ensuring quality, consistency, accessibility, and adherence to project timelines.
- Designs and produces high-visibility creative assets for print, digital, environmental, and multimedia platforms, including publications, presentations, advertising materials, recruitment communications, websites, events, and special initiatives.
- Applies and promotes Auburn University's visual identity standards by providing guidance on brand application, design principles, and visual communication best practices.
- Collaborates with writers, photographers, videographers, web developers, marketers, and communications professionals to develop integrated marketing and communications projects.
- Develops templates, design resources, and creative materials that strengthen brand consistency, improve efficiency, and support the communication needs of OCM and campus partners.
- Coordinates with internal stakeholders and external vendors to ensure creative projects meet quality, budget, accessibility, and production requirements.
- Identifies opportunities to enhance creative processes, design resources, workflows, and communication materials through the application of current design trends, technologies, and best practices.

The responsibilities listed above show the typical duties for jobs in this classification. Actual tasks may differ depending on the department's needs. Other similar duties may be assigned with discretion of the supervisor.

Not every duty will apply to every position, and the amount of time spent on each task can change based on department needs.

SUPERVISORY RESPONSIBILITIES

Supervisory Responsibility	May be responsible for training, assisting or assigning tasks to others. May provide input to performance reviews of other employees.

MINIMUM QUALIFICATIONS

To be eligible, an individual must meet all minimum requirements which are representative of the knowledge, skills, and abilities typically expected to be successful in the role. For education and experience, minimum requirements are listed on the top row below. If substitutions are available, they will be listed on subsequent rows and may only to be utilized when the candidate does not meet the minimum requirements.

MINIMUM EDUCATION & EXPERIENCE

Education Level	Focus of Education		Years of Experience	Focus of Experience	
Bachelor's Degree	in Graphic Design, Graphic Arts, Visual Communication, or other visual art subjects.	and	7 years of	experience in graphic design, visual communications, marketing, creative services, or a related field.	

MINIMUM KNOWLEDGE, SKILLS, & ABILITIES

Knowledge of graphic design principles, branding, visual communication strategies, accessibility standards, and print and digital production methods.	
Skill in developing creative solutions, managing multiple complex projects, and utilizing industry-standard design software and technologies.	
Ability to translate organizational goals and complex information into effective visual communications for diverse audiences.	
Ability to provide design consultation, build collaborative relationships, and influence project outcomes through creative expertise and sound professional judgment.	

MINIMUM LICENSES & CERTIFICATIONS

Licenses/Certifications	Licenses/Certification Details	Time Frame	Required/ Desired	
None Required.				

PHYSICAL DEMANDS & WORKING CONDITIONS

Physical Demands Category:	Other

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Standing			X			
Walking			X			
Sitting					X	
Lifting	X					
Climbing		X				
Stooping/ Kneeling/ Crouching		X				
Reaching			X			
Talking			X			
Hearing			X			
Repetitive Motions			X			

PHYSICAL DEMANDS

Physical Demand	Never	Rarely	Occasionally	Frequently	Constantly	Weight
Eye/Hand/Foot Coordination			X			

WORKING ENVIRONMENT

Working Condition	Never	Rarely	Occasionally	Frequently	Constantly
Extreme cold			X		
Extreme heat			X		
Humidity			X		
Wet			X		
Noise			X		
Hazards			X		
Temperature Change			X		
Atmospheric Conditions			X		
Vibration			X		

Vision Requirements:

Ability to see information in print and/or electronically.