Auburn University Job Description

Job Title: **Graphic Designer**

Job Code: **OB09**

FLSA status: Exempt

Job Family: No Family

Grade MC09 $50,600 - $81,000

Job Summary

Guides the visual identity of a large department or division, ensuring design consistency across all communications and marketing products. Serves as lead designer for all print and digital advertising and all marketing materials.

Essential Functions

1. Serves as the lead creative and primary designer for marketing and communication materials.

2. Responsible for conceptualization and implementation of design solutions that meet marketing objectives. Executes on brand platform and develops creative systems.

3. Produces collateral to support the marketing priorities, such as magazines, annual reports, brochures, direct mail, comprehensive fundraising campaigns, etc.

4. Supports digital marketing design integration.

5. Follows each job through its lifecycle to ensure an accurate and polished final product.

6. Interacts with clients to gain a strong understanding of marketing goals and objectives. Gives presentations that demonstrate how design solution is meeting objectives.

7. Interface with printers throughout the entire production process.

8. Trains and directs student workers who develop design concepts into art layouts.

Supervisory Responsibility

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

The above essential functions are representative of major duties of positions in this job classification. Specific duties and responsibilities may vary based upon departmental needs. Other duties may be assigned similar to the above consistent with the knowledge, skills and abilities required for the job. Not all of the duties may be assigned to a position.

Auburn University Job Description

Minimum Required Education and Experience

	Minimum	Focus of Education/Experience
Education	Four-year college degree	Degree in Graphic Design, Graphic Arts, Visual Communication, or other visual art subject.
Experience (yrs.)	5	Design experience with increasing levels of responsibility; must be able to produce a well-rounded portfolio of client work that demonstrates a strong understanding of client objectives and strategies. Must have high level experience in Adobe Illustrator, Photoshop and InDesign.

Substitutions allowed for Education:

Indicated education is required; no substitutions allowed.

Substitutions allowed for Experience:

Indicated experience is required; no substitutions allowed.

Minimum Required Knowledge

Thorough knowledge and understanding of digital and print graphic design production and printing processes. Knowledge of print production processes, quality control, and other techniques for maximizing the effective use of print and web materials. Thorough knowledge of appropriate software including Adobe Illustrator, Photoshop, and InDesign.

Certification or Licensure Requirements

None required.

Physical Requirements/ADA

Occasional and/or light lifting required. Limited exposure to elements such as heat, cold, noise, dust, dirt, chemicals, etc., but none to the point of being disagreeable. May involve minor safety hazards where likely result would be cuts, bruises, etc.

Routine deadlines; usually sufficient lead time; variance in work volume seasonal and predictable; priorities can be anticipated; some interruptions are present; involves occasional exposure to demands and pressures from persons other than immediate supervisor.

Job frequently requires sitting, .

Job occasionally requires standing, walking, reaching, talking, hearing, handling objects with hands, and lifting up to 25 pounds.

Vision requirements: Ability to see information in print and/or electronically.

Date: 11/20/2019