

**CROWDER COLLEGE  
POSITION DESCRIPTION**

<b>Status:</b> FT, 12 months	<b>Title</b>	GRAPHIC DESIGNER/MULTIMEDIA MARKETING ASSISTANT
<b>Revised:</b> 5/8/2019	<b>Department</b>	PUBLIC INFORMATION
<b>Level:</b> Professional	<b>IPEDS</b>	SKILLED
<b>FLSA:</b> Nonexempt	<b>Reports to</b>	DIRECTOR OF PUBLIC INFORMATION

**POSITION SUMMARY**

Provide a variety of graphic design materials to create engaging and on-brand support for the Public Information Office and the College. Create effective promotional material content for the college across multiple mediums, including social media, marketing (social media and email), and on-campus displays; using evaluation and analytics to assess efforts.

**MAJOR FUNCTIONS**

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

**KNOWLEDGE AND CRITICAL SKILLS/EXPERTISE**

1. Associates degree in Design, Fine Arts or similar field required, Bachelors degree preferred. Equivalent work experience may be substituted for Bachelors degree.
2. Preference given to work experience in marketing or ad agency.
3. Excellent written, communication, and organizational skills.
4. Ability to key in documents or data efficiently and accurately.
5. Ability to effectively manage multiple tasks simultaneously while meeting deadlines.
6. Knowledge of general office procedures and filing.
7. Ability to establish and maintain professional conduct and positive working relationships with students, employees and community contacts.

### **EQUIPMENT/SOFTWARE**

1. Operate standard office equipment such as computers, copiers, and telephones.
2. Information Technology Abilities required:
  - Ability to operate a personal computer using the Windows environment.
  - Ability to understand operating a personal computer within the Crowder College Network environment.
  - Proficiency in Adobe Creative Cloud.
  - Ability to use E-mail.
  - Ability to perform basic word processing using MS Word.
  - Ability to perform basic spreadsheet functions using MS Excel.
  - Ability to perform basic database functions using MS Access.

### **POSITIONS SUPERVISED**

None.

### **WORKING CONDITIONS**

1. Indoors in a normal office environment with minimal exposure to temperature changes, noise, dust or chemicals.
2. Normal college working hours, 40 hours per week, but adjustment of hours may be required from time to time.
3. 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.
4. A neat appearance and appropriate apparel are required.

### **PHYSICAL DEMANDS**

1. Generally sedentary work involving sitting most of the time but will involve mobility within the office and service locations.
2. Input and access information-using computers.
3. Ability to concentrate on assigned tasks and pay close attention to detail.
4. May sit at a workstation for up to three (3) hours at a time.
5. Light lifting (5 – 20 pounds) may be required periodically.
6. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, 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.

### **CREATIVE AND ANALYTICAL SKILLS**

1. Ability to apply critical and analytical skills to successfully perform job responsibilities and carry out instructions furnished in written, oral or diagram form.
2. Ability to devise or modify methods or processes to solve specific problems.

### **LANGUAGE/COMMUNICATIONS SKILLS**

1. Effective telephone communication skills, including ability to obtain and provide information verbally.
2. Ability to communicate effectively with a variety of people, including students and the general public.
3. Ability to understand oral or written instructions, and to ask appropriate questions for clarification.