



RHODE ISLAND COLLEGE JOB DESCRIPTION

Position classification: PSA
Date created or revised: 9/22/2022
Exempt/Non-Exempt Status: Exempt
Responsible individual: No
Campus Security Authority: No

Title: Graphic Communications Specialist
Status: Full-time, Continuing (35 hours per week)
Grade: 10
Union Affiliation: PSA@RIC (Professional Staff Association)
Reports To: Director, Communications and Marketing

PRIMARY PURPOSE:

Design and coordinate the production of print, web and social media materials, including print and electronic collateral and internal/external communications promoting and representing Rhode Island College. Responsible for graphically supporting Rhode Island College's mission and promoting its institutional identity through advertising, promotions, marketing and communications efforts for the college, so that graphic presentation and quality are consistent with the college's position as an academic leader in the state and region.

DESCRIPTIONS OF DUTIES AND RESPONSIBILITIES:

Essential Job Functions:

- Design and format materials and collateral pieces that promote and support the college in all variety of print media.
- Design college web content and social media promotional components.
- Manage the preparation and timely delivery of graphic and collateral materials for various departments and organizations of the college.
- Interact with colleagues and department representatives to determine requirements and needs to produce collateral materials.
- Troubleshoot and identify client-supplied material, prepare print, web and social media materials for production, and dissemination.
- Design advertising; manage advertising and placement schedule; prepare electronic files for direct transmission to media sources.
- Supervise student designers and interns as assigned.
- Review materials produced to ensure that the design, production methods, and quality conform to specifications.
- Keep abreast of new design technology and applications to ensure that the department standards meet up-to-date requirements.

Occasional Job Functions:

- Participate in media related events on/off campus.
- Perform other duties and responsibilities as assigned by the Assistant Director.

REQUIRED QUALIFICATION STANDARDS:

Education:

Bachelor's degree in graphic communications, media relations, or related field.

Experience:

- At least three years in a news, publishing, public relations or graphic arts position.
- Experience with preparing pieces for four-color process printing.

Skills, Knowledge and Abilities:

- Advanced knowledge of desktop publishing.
- Knowledge of the standards, practices and procedures within the print and online industries.
- Strong planning, organizational and problem-solving skills.
- Concise verbal and communications skills.
- Expertise in the structure and layout of images and text in a structured deliverable format.
- A strong knowledge of typography and its application for readability and design.

PREFERRED:

- Experience in higher education enrollment and/or advancement communications
- Experience in design for print and online delivery, with extensive experience in Adobe Creative Suite applications.
- Bilingual in English / Spanish (fluent in speaking and writing).

ENVIRONMENTAL CONDITIONS:

The employee is not exposed to known adverse environmental conditions.

The College requires that all applicants and employees be able to perform the essential functions of the job and will explore reasonable accommodations for individuals with disabilities.

As an Affirmative Action/Equal Opportunity institution that values and is committed to expanding the diversity of its faculty and staff, the College invites members of protected classes, including minorities and persons with disabilities, to identify themselves as such at the time of application.