

Job Description

Job Title: Graphic Designer

Office: Office of Marketing and Communications

Job Summary:

The graphic designer works closely with colleagues and creative partners within and outside the Office of Marketing and Communications to design professional marketing materials and execute creative projects that consistently and effectively support the MC brand. The person in this role will collaborate with internal stakeholders to develop effective, engaging, creative content that aligns with the university's strategic goals and in support of recruitment and enrollment efforts, student engagement, academic and administrative units, and other key initiatives. The person in this role will thrive in a dynamic, fast-paced environment and bring energy, enthusiasm, and a collaborative spirit to work effectively with all stakeholders.

Essential Functions:

- Designs visually compelling, professional graphic communications (print and digital) that effectively tell the MC story and ensures printed and digital communications adhere to MC's graphic and style standards in support of the institutional brand and that quality and consistency in design and messaging are maintained.
- Ensures internal procedures, such as project deadlines, editing and review processes, approvals, file and print preparation, and job archiving, have been properly executed; troubleshoots production issues related to design files and communicates with print and related vendors, as needed.
- Collaborates with colleagues and creative partners to determine design direction and implement creative strategy across multiple communication platforms based on project goals and target audiences.
- Works collaboratively with the entire Marketing and Communications team, campus partners, and vendors to implement creative strategy across multiple communication platforms, as needed.
- Supports the development of creative material for university advertising and social media promotion.
- Maintains knowledge of design best practices and the latest trends, techniques, products, and resources.
- Assists with consultation on photography related to assigned design projects, as needed.
- Supports animation and videography needs of the Office of Marketing and Communications on a limited basis; completes other duties as assigned.

Minimum Qualifications:

- Bachelor's degree in graphic design or graphic communication
- 1 year of experience in a graphic design position (or a combination of internships and work experience)
- Commitment to the mission and vision of Mississippi College

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Knowledge, Skills, and Abilities:

- Proficient skill with Adobe Photoshop, InDesign, Illustrator, and other Creative Cloud applications for all design-related tasks.
- Skilled understanding of print processes and production methods.
- Effective verbal and interpersonal communication skills, and ability to communicate effectively with all team members and internal stakeholders.
- Exceptional organizational skills, with the ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Excellent work ethic, problem-solving, organizational, project management and time-management skills.
- Demonstrated attention to detail to ensure accuracy of information.
- Knowledge of photography and videography best practices, including an eye for visual design.
- Ability to work individually with minimal supervision and as part of a team in a collaborative work environment.
- Ability to work productively and effectively execute projects in a fast-paced, results-oriented work environment.
- Ability to meet project deadlines.
- Ability to work with mathematical concepts, such as fractions, percentages, ratios, and proportions, as it relates to design and production.

Reports to: Director of Web and Creative Communications

FSLA Status: Non-exempt