

Job Level	Graphic Designer	Professional Level I
Oversight Received	<ul style="list-style-type: none"> <li>* Interprets vision for programs, events and campaigns to visually entice target markets to take action by designing for print, web, e-communications, social, and other media.</li> <li>* Reports to the Director of Marketing and Communications.</li> </ul>	<ul style="list-style-type: none"> <li>• Close supervision</li> <li>• Frequent monitoring of work</li> </ul>
Problem Solving	<ul style="list-style-type: none"> <li>* Ensures all marketing/communications materials adhere to Colorado State University brand guidelines, as well as CSU Alumni Association (CSUAA) brand guidelines.</li> <li>* Applies experience to creating video, and will ensure innovation around how video plays into marketing and communications plans for CSU Alumni Association initiatives.</li> <li>* Manages an archival system for organizing, saving, and maintaining design files by establishing a storage system and manages all photo and video assets obtained in-house or through CSU Photography/Creative Services.</li> <li>* Provide high level creative ability in designing; print, web, e-communications, social, and other media – including biannual Alumni Association print magazine.</li> <li>* Serves as primary designer for the Smith Alumni Center experience – responsible for updating, creating and innovating around how we tell the story of our alumni graphically through our space.</li> </ul>	<ul style="list-style-type: none"> <li>• Recurring problems with defined solutions</li> </ul>
Interaction/Communication	<ul style="list-style-type: none"> <li>* Collaborates with Creative Services, Department of External Relations, and other campus partners to support University Advancement and CSUAA initiatives.</li> <li>* Works closely with Director of Marketing and Communications and the entire alumni and alumni communications teams to conceptualize communication pieces for the Alumni Association membership program; events, programs, and engagement opportunities; and the Iris &amp; Michael Smith Alumni Center as a place for alumni to call home.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication typically with those familiar with occupational discipline</li> </ul>
University Impact	<ul style="list-style-type: none"> <li>* Understands the CSU brand and has the ability to spin the Alumni Association flavor into that to create engaging graphics that bring people back, connect them with their alma mater again, and make them want to be part of something bigger.</li> </ul>	<ul style="list-style-type: none"> <li>• Acquiring knowledge of University policies and systems</li> <li>• Impact limited to immediate work team</li> </ul>
Typical Education	<ul style="list-style-type: none"> <li>* Bachelor's degree in graphic design, art, marketing, communications, computer sciences, or related field.</li> </ul>	<ul style="list-style-type: none"> <li>• May require a Bachelor's degree</li> </ul>