

MOHAWK VALLEY COMMUNITY COLLEGE
Utica and Rome, New York

Job Description

POSITION	REPORTS TO	DEPARTMENT
Publications Coordinator	Director of Marketing and Communications	Marketing and Communications

BROAD FUNCTION:

Uses design thinking and professional graphic design skills to produce comprehensive, brand-supportive print publications of the MVCC Marketing and Communications Office. Utilizes creative expertise and affiliates with other designers, photographers, content creators, and clients to provide effective design solutions and coordinates their production. Contributes to a consistent visual brand across publications and other media.

MAJOR RESPONSIBILITIES:

1. Generates creative design thinking and applies graphic design solutions to achieve college communications goals;
2. Applies professional graphic design skills to coordinate and produce consistently compelling, co-branded print publications;
3. Supports departmental staff in co-branding print with our other deliverables, including but not limited to, graphic design for the Web, presentations, advertisements, and promotional items;
4. Responsible for the timely and cost-effective production of deliverables through job scheduling, processing and responding to client feedback on projects. Develops and maintains a database to track job specifications, vendors, project progress, production coordination, photography planning and selection, and quality control;
5. Develops technical specifications for the college procurement process by communicating with commercial printers and other vendors regarding specifications and technical needs, and works with vendors to research products and resolve technical problems;

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6. Maintains technical skills and graphic design software skills necessary to keep pace with evolving marketing strategies;
7. Provides technical design consultation to staff and clients to meet print needs;
8. Ensures high-quality publications with attention to design standards. Supports copy-editing and proofreading processes;
9. Represents the Office of Marketing and Communications and MVCC in a professional, dependable manner and courteously interacts with constituents across the College and the broader community;
10. Other duties as assigned by the Director of Marketing and Communications.

QUALIFICATIONS:

Bachelor's degree in graphic design, visual arts, or related field and five or more years of progressive experience in an appropriate professional field required. Demonstrated success in the use of Adobe Creative Suite software to achieve the conceptualization, design, and production of graphics, publications, advertisements, and promotional materials. Excellent organizational, interpersonal, and customer service skills; ability to prioritize, coordinate, and schedule work assignments in a collaborative, deadline-driven environment.

SALARY:

Grade 2

AFFILIATION:

Professional

Term:

12-month

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