MOHAWK VALLEY COMMUNITY COLLEGE
Utica and Rome, New York

Job Description

POSITION	REPORTS TO	DEPARTMENT
Multimedia Advertising Designer	Director of Marketing and Communications	Marketing and Communications

BROAD FUNCTION:

Utilizes design thinking and professional graphic design skills to create print and digital advertising published by the MVCC Marketing and Communications Office. Utilizes creative expertise and affiliations with other designers, photographers, content creators, and clients to provide effective design solutions. Ensures that advertisements follow the same brand standards as print, digital, and other design work of the department.

MAJOR RESPONSIBILITIES:

1. Generates creative design thinking and solutions to achieve communications goals through advertisements designed for print, digital, and other media;

2. Applies professional graphic design skills, and designs compelling advertisement materials and promotional items that represent MVCC's brand;

3. Consults with other departmental staff to ensure that advertising designs are consistently co-branded with other Web, print, and media;

4. Responsible for the timely and cost-effective production of advertisements through meeting deadlines and processing and responding to client feedback on projects. Creates and maintains a data base of vendors, job specifications, project progress, production coordination, photography selection, and assessing advertising effectiveness;

5. Works with vendors to determine technical specifications and schedules of advertisements with clients and colleagues to determine advertising priorities and timelines, and to research products and resolve technical problems;

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6. Maintains technical and graphic design software skills necessary to keep current with evolving marketing strategies and communicates with College marketing colleagues;

7. Ensures that advertisements meet the same design and quality control standards as print publications, digital media, and other media;

8. Represents the Office of Marketing and Communications in a professional, dependable manner and courteously interacts with constituents across the College and the broader community;

9. Other duties as assigned by the Director of Marketing and Communications.

QUALIFICATIONS:

Bachelor's degree in graphic design, visual arts, or related field and minimum of two years of progressive experience a related professional field required. Experience with higher education advertising and demonstrated success in the use of Adobe software to achieve the conceptualization, design, and production of print and digital deliverables preferred. Excellent organizational, interpersonal, and customer service skills; ability to prioritize, coordinate, and schedule work assignments in a collaborative, deadline-driven environment.

SALARY:	AFFILIATION:	Term:
Grade 2	Professional	12-month