VSC
VERMONT STATE COLLEGES

Job Classification Description

Graphic Design Coordinator   **Grade 11**
VSC UP - PAT Bargaining Unit   **Exempt**

BASIC FUNCTION
Independently and creatively designs a wide range of internal and external college publications through the use of a variety of software applications.

CHARACTERISTIC DUTIES & RESPONSIBILITIES
- Serve as a liaison with internal and external customers in an effort to creatively and effectively design a wide variety of communication pieces.
- Perform research activities that support the ultimate graphic design process.
- Independently create 4-color brochures, college catalog, advertisements, newsletters, announcements, invitations, programs, booklets and other publications in response to a variety of campus needs.
- Transform raw written material into attractive, effective, communication pieces.
- Edit and design the quarterly newsletter, Castleton Connects, for parents of new students.
- Create alternative designs, e.g. the Castleton's signature logo, upon request, college letterhead, etc.
- Monitor and control the consistent use of the Castleton logo across campus.
- Consult with the President and the Cabinet regarding new design concepts.
- Coordinate printing via internal and external printing vendors.
- Serve as the negotiator for external printing projects.
- Monitor the quality of printing and provide feedback to vendors as necessary.
- Supervise student worker(s) in order to achieve an excellent product.
- Compose press releases, and maintain media database.
- Ensure that high quality writing standards are applied to all communication pieces.
- Ensure that high quality design standards are applied to all communication pieces.

- Maintain production timelines that meet the needs of the campus community.
- Pursue ongoing education and training as it relates to graphic design.

SUPERVISION RECEIVED
Minimal supervision is given by the Director of Communications.

SUPERVISION EXERCISED
None.

MINIMUM QUALIFICATIONS
Associates degree in computing or graphic design and three to five years of relevant experience or a combination of experience and education from which comparable knowledge and skills are acquired.

- Extensive knowledge and experience with a variety of computer applications, including, but not limited to: PageMaker, Photoshop, Freehand, Pagemill, Quark, Word Processing software.
- Excellent spelling, grammar, editing and communication skills.
- Excellent interpersonal and organizational skills are critical.

This general outline illustrates the type of work which characterizes the job classification. It is not an all encompassing statement of the specific duties, responsibilities and qualifications of individual positions assigned to the classification.