VSC
VERMONT STATE COLLEGES

Job Classification Description

Graphic and Web Designer /LSC	**Grade 11**
VSC-UP PAT UNIT	**Exempt**

BASIC FUNCTION
To design and produce a broad range of print and electronic communications for internal and external audiences.

CHARACTERISTIC DUTIES & RESPONSIBILITIES
- Design and produce electronic files for print collateral pieces (brochures, posters, viewbook, postcards, folders, mailers), web and print advertising, Board of Trustees reports, internal newsletters, show displays, promotional items, web and e-mail graphics, signage, architectural installations, banners, logos, multi-media presentations, alumni magazine, some apparel, and bulletin boards.
- Design, produce and post content and image files to college website, Facebook, and social media sites.
- Design and produce posters, kiosk images, advertising, and web content.
- Create and manage publication templates and associated artwork files for internal use; in-house technical support.
- Design and produce electronic files for print version of college undergraduate catalog.
- Create and maintain photo and image galleries. Serve as photographer at college events as needed.
- Design and logistical support for video production.
- Work with printers and other subcontractors on pricing and scheduling.
- File and database management for electronic and print publications.
- Troubleshoot publishing software issues and learn new publishing software.
- Function as a member of a creative team to create concepts, copy, and strategy for college marketing and advertising.
- Copy writing support.
- Proofing and "pre-flighting" files for printing and e-publishing.
- File transfers for internal and external clients/vendors/media.
- Perform related duties as assigned.

SUPERVISION RECEIVED
Supervision is received from the Director Communications & Marketing.

8/27/2012

SUPERVISION EXERCISED
None.

MINIMUM QUALIFICATIONS
Bachelor's degree in design or related field and two or more years of relevant professional experience, or a combination of education and experience from which comparable knowledge and skills are acquired.
- Extensive knowledge and experience with a variety of computer applications, including Adobe Creative Suite and Microsoft Word.
- Ability to work as part of a team and to maintain strong working relationships with external design consultants; LSC faculty, staff, and administration; and the LSC web master.
- Strong organizational, planning, and prioritization skills; flexibility to rethink priorities as need arises.
- Strong oral and written communication skills.
- Understanding of the importance of a strong customer focus.
- Ability to think creatively and to innovate.

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.

8/27/2012