BERGEN COMMUNITY COLLEGE

JOB DESCRIPTION

TITLE: Graphic and Web Designer

DEPARTMENT: Public Relations/Human Resources

FUNCTION: Designs and produces College publications, including the visual design of the College’s Web Site. Consults with College units to provide direction, strategies and services for print and web content presentation.

REPORTS TO: Manager of New Media Services

SUPERVISES: N/A

MAJOR RESPONSIBILITIES:

Responsibilities include but are not limited to:

1. Collaborates with the Web Master to develop a consistent visual design for all College publications and the College Web Site; creates style guidelines and templates for print and web content presentation.
2. Designs web content and College publications, such as the College Home Page and other official web pages, recruitment brochures, catalogs, newsletters, flyers and print advertisements.
3. Provides design and consulting services to College units for the development of print and web based materials, including assisting end users in the use of templates to create occasional newsletters, flyers, posters, etc., in a desktop publishing mode.
4. Manages the production process of College publications from initial design to finished product.
5. Oversees the conversion of all print materials into an appropriate format for web presentation.
6. Manages assigned departmental design projects from end to end including posters, flyers, brochures, web design, advertisements, newsletters and postcards.
7. Ensures each project phase moves along in a timely manner, from project inception to design, review, edits and approvals.
8. Collaborates with departmental team and/or Managing Director to brainstorm graphic design possibilities and ideas for projects.
9. Provides regular status updates on projects against established objectives, expectations, and timeframes.
10. Performs project mounting for signage.
11. Performs additional tasks or duties as assigned by the Managing Director of Public Relations.
or other designated management.

MINIMUM QUALIFICATIONS:

Knowledge, Skills and Abilities: Demonstrates understanding of the community college mission and practices an open door policy. Has intermediate proficiency in the use of the Microsoft Office suite, as well as other software related to the design and production of websites and other relevant communication materials. Exhibits strong skills in:

- Communication
- Customer and Student Focus
- Building Relationships
- Organizing
- Planning

Education: Associate’s Degree is required; Bachelor’s Degree a plus

Experience: Minimum of 3 years in designing and producing web pages, publications, or other communication materials. Experience in an academic setting a plus

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THE COLLEGE RESERVES THE RIGHT TO MODIFY JOB DESCRIPTIONS AT ANY TIME WITH OR WITHOUT NOTICE