



Associated Students, Inc.

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Associated Students, Inc.
California State University, Los Angeles
Job Description

A.S.I. GRAPHIC DESIGNER & MARKETING COORDINATOR

Pay Range: \$34,500 - \$58,032

Work week Class: Exempt

Work Schedule: 5/40

GENERAL STATEMENT

The Graphic Designer & Marketing Coordinator is responsible for the artistic and graphic design and creation of print and multimedia materials. Candidates use both design and production elements to organize ideas visually to convey the desired impact and message to the target audience. Candidates design and create a wide range of materials including, but not limited to printed materials, exhibits, training sessions, television broadcasts, videos, web sites, and public information projects.

The work created will reach a variety of internal and external audiences. In addition to aesthetic judgment and project management skills, candidates/incumbents provide expertise in the development and evaluation of effective communication strategies and techniques.

RESPONSIBLE TO: Executive Director

REQUIRED QUALIFICATIONS:

- Minimum of two (2) years' professional design and production experience required.
- A Bachelor's degree in graphic design or related field.
- Ability & Willingness to work with ethnically diverse and culturally pluralistic student body and staff.
- Ability to consult and communicate effectively with faculty, staff and students and to interpret and translate their needs into effective visual formats.
- Excellent oral and written communication skills.
- Advanced computer experience with Microsoft Office suite, Mac iOS 8, with superior skills in Adobe Creative Suite.
- Ability to effectively plan, coordinate and direct graphic art communications projects and handle multiple priorities.
- Comprehensive knowledge of graphic design and production principles and communication theory including an advanced understanding of marketing and promotion concepts.
- Must be dependable, organized, and able to work independently and with a team.
- Ability to motivate and work closely with students required.
- Excellent copy editing and proofreading skills.
- Knowledge of University guidelines and standards.
- Minimum of one (1) year substantive supervisory or managerial experience.

GENERAL DUTIES AND RESPONSIBILITIES

- Develop design concepts that reflect the established marketing strategy and vision.
- Develop quarterly/annual task list of graphic design projects.
- Train, supervise, evaluate, and develop staff.
- Lead design process and approach for materials and marketing campaigns that enhance the brand and overall audience engagement.
- Manage pricing of each graphic design project considering both printing and paper cost.
- Design and present recommendations for assigned projects.
- Participate in ongoing reviews and provide suggestions to improve design, print, and web production work flow and processes.

- Maintain an online database and catalog of all A.S.I. publicity that is searchable by year and quarter.
- Conduct press checks to ensure the highest standards of production are achieved for all materials.
- Collaborate with Marketing and Social Media departments to determine and deliver graphic needs throughout the quarter.
- Complete equipment survey every quarter to ensure machine maintenance and timely refurbishment.
- Liaison with external agencies and vendors as appropriate to ensure product accuracy and efficiency.
- Other duties as assigned.

MANDATED REPORTING: The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083 as a condition of employment.

An Equal Opportunity/Title IX Employer

In addition to meeting fully its obligations under federal and state law, Associated Students, Inc. is committed to creating a community in which a diverse population can live and work in an atmosphere of tolerance, civility and respect for the rights and sensibilities of each individual, without regard to economic status, ethnic background, political views, sexual orientation, or other personal characteristics or beliefs. Upon request, reasonable accommodations will be provided to individuals with protected disabilities to (a) complete the employment process and (b) perform essential job when this does not cause an undue hardship.

California State University, Los Angeles is one of the most culturally diverse universities in the United States. The student body is 55.8 percent Latino, 16 percent Asian, 9.9 percent Caucasian, and 4.7 percent African American. Our 23,258 student with the average undergraduate age of 23.4.

Please feel free to visit the Cal State LA homepage at www.calstatela.edu and the Associated Students, Inc. homepage at www.calstatela.edu/asi