



ASSOCIATED STUDENTS
SAN JOSE STATE UNIVERSITY

Associated Students, San Jose State University Job Description

Position Title: Lead Graphic Designer

Position Department: A.S. Marketing

FLSA Status: Exempt

Full/Part-Time: Full-Time Employee

Compensation: \$65,000.00

Reports To: Marketing & Communications Manager

Associated Students Summary

Associated Students' (A.S.) mission is to support and represent the students of San José State University by continuing the organization's legacy of student advocacy and leadership; to enhance SJSU students' education through high quality programs and services; and to prepare students as they move towards a thoughtful and purposeful life after graduation.

A.S. is a non-profit auxiliary corporation serving the students of San Jose State University whose primary source of funding is from mandatory student body fees. A.S. Departments include the César E. Chávez Community Action Center, Child Development Center, General Services Center, Human Resources, Events, Marketing, Print & Technology Center, Student Government, and Transportation Solutions.

Position Summary

The Lead Graphic Designer is responsible for the daily operation, supervision and administration of the graphic design team within the A.S. Marketing Department, and championing the Associated Students brand, ensuring consistent use and visual messaging to a wide variety of audiences. The coordinate will lead the student graphic design team in designing and formatting print and digital materials to increase campus-wide awareness of A.S. programs, services, and events.

Essential Duties

- Assists in the daily administration, support, and supervision of the student graphic designers, including meetings, project coaching and review, and time reporting on ADP.
- Develop, design and create standard or custom formats for promotional materials, reports, brochures, posters, flyers, banners, shirts, and online promotion.
- Consults with Marketing Manager and/or clients in the A.S. Board of Directors and A.S. departments to execute visuals; communicates project challenges, issues or obstacles and identifying creative solutions.
- Interacts in-person and/or virtually with clients and copywriters to deliver final products.
- Assists with monitoring the workload and project status of graphic design team members using a project management tool.
- Coaches and mentors graphic designer students in their individual and team projects
- Participates in staff meetings and on-going staff development trainings.
- Stays current on graphic design trends, techniques and strategies and shares findings with the design team to incorporate relevant strategies in marketing materials.
- Thinks creatively to produce new ideas and challenge team to increase level of creativity.

- Conducts the Annual Performance Review for student graphic designers
- Assists in hiring, training and management of new personnel
- Conducts regular 1-on-1 meetings with student graphic designers
- Ensures smooth and effective communication between designers and clients
- Contributes to the graphic team component in the annual budget forecast
- Responsible for maintaining the content of the shared graphics folder
- Creates and/or coaches the team in the design of larger communication pieces such as the annual report, branding projects and other special assignments
- Releases Marketing Toolkit e-mail inclusive of all print and digital materials to clients and other stakeholders
- Prepares and formats graphics competition entries, e.g., ACUI “Steal This Idea” national and region 1 competitions

Knowledge, Skills, and Abilities

- Comprehensive knowledge of graphic design, production principles, and a basic understanding of marketing, public relations, and promotional concepts
- Demonstrated knowledge of the principles of print design, typeface, color, layout, and composition
- Ability to lead and work with students daily.
- Ability to develop and coordinate all visual aspects of advertising and promotion.
- Knowledge of copyright laws applicable to design work and creative properties
- Knowledge of and ability to perform a wide variety of routine and complex assignments requiring some judgment, analysis and decision-making
- Strong graphic design skills and creative artistic abilities
- Demonstrated ability to create computer illustrations and perform digital image manipulations and techniques
- Demonstrated ability to plan, coordinate, and direct graphic art communications projects and handle multiple priorities
- Ability to effectively communicate with students and staff to translate their needs into artistic designs
- Experience in Apple and/or Windows PC platforms, Adobe Creative Suite, Google Suite, and Microsoft products/programs.
- Ability to work independently without close supervision.
- Ability to communicate effectively with others, both verbally and in writing.
- Ability to manage multiple priorities effectively; prioritize, plan work and complete assigned projects.
- Capacity to work effectively in a University environment and support the overall mission and goals of Associated Students, SJSU.

Work Environment, Hours and Physical Demands

- This job operates in an office environment and routinely uses standard office equipment.
- Part-time work hours are Monday through Friday, between 8:00 AM – 5:00 PM.
- Must be able to operate a computer, including a keyboard and mouse, phone, printer, and copier.
- Must be able to occasionally lift or carry office or event products or supplies, up to 40 pounds.
- Must be able to work in a team environment.

Required or Preferred Education and Experience

- A Bachelor's Degree in graphic design or a related field is required
- Minimum 2 years of professional design experience
- Experience managing a team of designers is preferred.
- Experience working in a higher education environment is preferred

03/2022

Employment Statements

All Associated Students employees must be fully vaccinated against COVID-19 no later than September 30, 2021, unless they are exempt from this requirement because an exemption has been granted based on a medical contraindication or sincerely held religious beliefs. Fully vaccinated means that an individual has received all recommended doses of a COVID-19 vaccine that has received Emergency Use Authorization or full approval from the U.S. Food and Drug Administration (FDA) and that it has been at least two weeks since the final recommended dose.

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 Revised July 21, 2017 as a condition of employment.

This position may be exposed to sensitive or personal information and is required to comply with the requirements set forth by the Integrated CSU Administrative Manual 8000 series and Associated Students Information Security Standards as a condition of employment.

Associated Students provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

Signatures

I acknowledge that my supervisor reviewed this job description with me and I understand the essential functions, duties, and responsibilities of this job.

Employee

Date

Supervisor

Date