



## **Associated Students of Western Washington University**

Publicity Center

Lead Graphic Designer

### **About the Position**

The Lead Graphic Designer is responsible for completing graphic design projects as assigned by their supervisor, organizational design and branding consultation, as well as advising and assisting the Publicity Center graphic designers with art direction, required elements and graphic design processes.

### **Position Classification**

Coordinators provide programming for the AS as a whole and facilitate events, offices and groups throughout the Western community. Coordinators report to department directors or supervisors. Specific duties include but are not limited to: event programming, departmental budget authority, coordinating specific office functions, performing administrative work, supervising assistant coordinators, promoting office and events, and maintaining and updating programming resources for the department.

### **About the Department**

The Associated Students Publicity Center provides promotional services such as graphic design, printing, reproduction, media coordination, distribution, photography, and coverage in The AS Review to students, student organizations, and some campus departments.

### **Terms of Position**

This is a four quarter position. This position starts the Monday before summer classes begin and ends the Friday of finals week the following spring quarter. This position works an average of 15 hours per week. The position holder may work more some weeks and less other weeks depending on the office's needs. The position holder is neither required nor expected to work during intersession, winter break or spring break.

### **AS Employment Qualifications**

- Maintain a minimum credit load throughout term of position of 6 credits for undergraduates and 4 credits for graduates.
- Maintain a minimum of a 2.00 cumulative grade point average.
- Ability to complete the entire term of the position.

### **Preferred Qualifications**

- Strong client communication skills.
- Organizational and time management skills.
- Ability to communicate and work effectively with a wide variety of people.
- Ability to work independently and responsibly
- Ability to work collaboratively with multiple people and organizations.
- Ability to work within deadlines and problem solve.
- Ability to work flexible hours.

- Basic knowledge of department and position specific responsibilities.
- Working knowledge of and interest in publicity, communications, graphic reproduction, branding and advertising.
- Extensive experience in the design and layout of posters, table tents, banners, logos, etc.
- Extensive experience in Adobe Creative Suite specifically Adobe Illustrator, the standard software that Publicity Center designers use.
- Knowledge of PC based computer-generated graphics.

### **AS Employment Responsibilities**

- Serve the membership of the Associated Students in a professional and ethical manner by:
  - o Being familiar with and upholding the AS Charter, all WWU policies, and all AS policies including the Employment Policy, Code of Conduct, and Program Standards,
  - o Attending all AS staff development events: pre-fall orientation, pre-winter, pre-spring, and mid-quarter staff developments,
  - o Being knowledgeable of the AS organization and its general operations,
  - o Serving on search committees as designated by the AS Personnel Director.
- Ensure the legacy of this position by:
  - o Working with supervisor and Personnel Director to revise and update position job description.
  - o Working with the previous position holder to complete a minimum of 15 hours of unpaid internship as well as providing a 15 hour internship to the incoming position holder,
  - o Developing and maintaining a legacy document as required by the AS Employment Policy.

### **Position Responsibilities**

- Provide professional design services to Publicity Center clients by:
  - o Designing and preparing electronic and print promotional campaign materials, which may include posters, newspaper advertisements, table tents, tickets, banners, handbills, logo design etc.
  - o Recording all interactions with clients by utilizing the Basecamp software,
  - o Discussing design specifics with clients whose projects this position has been assigned to.
  - o Proofing all content prior to production for the presence of required elements as well as graphic design quality, in coordination with the Account Executives.
- Ensure the smooth, effective operations of the Publicity Center by:
  - o Attend staff meetings and trainings as requested by the PC Coordinator or Account Executive supervisor.
  - o Recording all interactions with clients by utilizing the Basecamp software,
  - o Serving as a design resource, advisor, and 'art director' for all Publicity Center Graphic Designers.
  - o Assist in mediation for conflicts between designers and clients when appropriate and requested by PC Coordinator
  - o Completing other tasks as assigned by the PC Coordinator.

- Provide organizational consultation and leadership by:
  - o Coordinating organizational and office branding initiatives in collaboration with the Communications Office Director,
  - o Providing design consultation and advice for student fee based initiatives,
  - o Attending and participating in meetings addressing the visual design of organizational initiatives.

**Wage**

Starting hourly wage of \$12.80

**Reportage**

This position reports directly to Publicity Center Coordinator.

**This job description is subject to change in accordance with the AS Employment Policy.**

**The Associated Students is an Equal Opportunity Employer.**

**Revised on February 26<sup>th</sup>, 2015 by motion ASB-15-W-17**