



Graphic Designer

Department: Public Relations
Status: Non-Exempt, Full Time
Closes: Open until filled

Report To: Director of Marketing &
Communications
Classification: Staff

POSITION SUMMARY

A member of Mercyhurst University's dynamic, creative, and responsive Marketing team, the Graphic Designer creates visual content and assists with other design initiatives for the University and its various constituencies, including student recruitment and admissions, University advancement, and performing arts programming.

DUTIES AND RESPONSIBILITIES

- Responsible for the creation and completion of print and digital advertising materials and other projects that follow University branding guidelines and further Marketing objectives and strategic plans.
- Maintains the University's visual assets and assists with event photography, portraiture, short video production for use with digital and print advertising, organic social media, and other initiatives.
- Develops on-brand visual content for marketing print and digital initiatives and publications, including brochures, postcards, advertisements, graphics, email design, posters, photos/images, and other media.
- Oversees project conception, layout, design, and generates original ideas as well as translates the ideas of others into deliverables.
- Works with a variety of internal departments to brainstorm innovative campaigns and tactics that will drive admissions, fundraising, and other University-wide goals.
- Helps maintain the University-wide branding standards and ensures campus-wide compliance with proper branding standards.
- Stays current on technology and interactive marketing trends.
- Helps with photography initiatives, including staff portraits and photos of campus and university events.
- Prepares accurate and efficient design files to produce final electronic files for prepress and printing.
- Provides leadership and representation to various strategic committees and taskforces with respect to specific communications and/or public relations programs, projects, and issues.
- May be asked to oversee student workers/interns on a variety of marketing projects.

EDUCATION AND EXPERIENCE

- Experience producing layout and design for magazines, newsletters, brochures, digital advertising, and collateral; have a strong knowledge of the print process and how files are prepared for press.
- Bachelor's degree in graphic design or related field from an accredited college or university.
- Professional design and print production experience required.
- Knowledge of CMYK, RGB and PMS color printing and resolution standards.
- Advanced proficiency with Adobe Creative Suite products, especially InDesign and Photoshop.
- Have knowledge in project management systems, web and content management software, and Word Processing software.
- Strong knowledge of Microsoft Office products or equivalent combination of education and experience.
- Photography and video editing experience a plus.



KNOWLEDGE AND SKILLS

- Scheduling - While the position is primarily first shift, occasional evening and weekend hours may be required.
- Ability to manage multiple projects simultaneously under demanding deadlines.
- Be a self-starter who possesses both detail orientation and a creative flair.
- Exhibit strong presentation skills.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

APPLICATION PROCESS

Review of applications will begin immediately and continue until the position is filled or until date indicated above. Send cover letter, resume and 3 work-related references to:

Human Resources Mercyhurst University
501 East 38th Street
Erie, PA 16546
hrinfo@mercyhurst.edu

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Mercyhurst does not unlawfully discriminate on the basis of race, color, religion, creed, sex, citizenship status, ancestry, national or ethnic origin, age, familial status, sexual orientation, gender identity or expression, physical or mental disability, military or veteran status or any other legally protected characteristic or because of any individual's legally protected activities.

Mercyhurst complies with federal, state and local legislation and regulations regarding nondiscrimination. This policy applies to faculty, administration and staff, applicants for employment, students and applicants for educational programs and activities.

Candidates must be currently eligible to work in the United States.