SUMMARY

A member of Mercyhurst University’s dynamic, creative, and responsive Marketing team, the Graphic Designer/Print Manager oversees visual content creation, design initiatives, and printing processes for the university and its various constituencies, including student recruitment and admissions, university advancement, and performing arts programming. This position is 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.

The successful Graphic Designer/Print Manager must be experienced at 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; exhibit strong presentation skills; and have the organizational ability to manage multiple projects simultaneously under sometimes-demanding deadlines. The Graphic Designer/Print Manager must be a self-starter who possesses both detail orientation and a creative flair.

DUTIES AND RESPONSIBILITIES

- 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.

- Negotiates fair pricing for printing materials and ensures all specifications are achieved and project deadlines are met with outside vendors.

- Assists with the quality control of all publication materials produced by the department.

- Oversees project conception, layout, design, and print production; generates original ideas as well as translates the ideas of others into deliverables.
• Works with a variety of internal departments to conceptualize and brainstorm innovative campaigns and tactics that will drive admissions, fundraising, and other university-wide goals.

• Helps maintain university-wide branding standards and ensures campus-wide compliance with proper branding standards.

• Stays current on technology and interactive marketing trends.

• Provides assistance with photography initiatives, including staff portraits and photos of campus and university events.

• Prepares specs for printing and promotional quotes and maintains communication with the vendor to ensure quality products in a timely manner.

• Prepares accurate and efficient design files to produce final electronic files for prepress and printing.

• Provides leadership and representation to various university 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

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; strong knowledge of Microsoft Office products or equivalent combination of education and experience.

Scheduling - While the position is primarily first shift, occasional evening and weekend hours may be required.

KNOWLEDGE, SKILLS, AND ABILITIES

Mathematical & Reasoning Skills - Basic computational 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.

Computer Skills - To perform this job successfully, an individual should have knowledge of Adobe Creative Suite, project management systems, web and content management software, and Word Processing software. Photography experience a plus.

WORKING CONDITIONS

Physical Demands - The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 10 pounds.
Work Environment - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet.

APPLICATION PROCESS

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

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

Mercyhurst University values diversity and is committed to the goal of achieving equal opportunity for all. For that reason, Mercyhurst abides by federal, state and local law in admissions, employment and all services and programs provided.

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.