

Southeast Technical Institute

Sioux Falls School District 49-5

JOB DESCRIPTION

Graphic Designer and Marketing Assistant

Division/Department/Program:	Enrollment Management	Job Status:	Full-time
FLSA Status:	Non-Exempt	Reports To:	Enrollment Marketing and Communications Coordinator
		Receives Guidance From:	Vice President for Enrollment Management
Grade/Level:	Southeast Technical Institute Employment Contract Group. 12-Month Employment Contract Salary Schedule: Level F	Amount of Travel Required:	None
Work Schedule:	Monday-Friday, 8 a.m. - 5 p.m. Flexibility to work evenings and weekends if needed.	Positions Supervised:	None
Prepared By Title or Dept:	Southeast Tech Human Resources	Approved By Title or Dept:	Vice President for Enrollment Management
Prepared By Date:	July 2018	Approved By Date:	July 2018

POSITION SUMMARY

The Graphic Designer and Marketing Assistant oversees the graphic design process, from start to finish, in the Enrollment Marketing and Communications in-house design agency at Southeast Technical Institute. This position produces a wide variety of quality promotional and publicity materials that can be distributed in print or digital formats - including websites, social media, and e-newsletters - and creates original designs that adhere to Southeast Technical Institute's brand and graphic standards. This position coordinates day-to-day publication needs and reorders of stationery and business cards.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty. Reasonable Accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

Design

- Conceptualize, design, and produce professional graphic materials.
- Initiate project activity, take ownership and follow through to completion. Conduct follow-ups with individuals as necessary, including internal clients and external vendors and printers.
- Be extremely accurate in all communications and presentations, proof all materials, and seek approval of all materials before sending to print.
- Maintain Southeast Technical Institute's identity, quality, and consistency in all graphic presentations.
- Possess knowledge of print and Web production process to aid graphic design.

Organization and Workflow

- Maintain organized archive of images, photos, and previous work products.
- Have exceptional multi-tasking skills.
- Have the ability to manage multiple projects and deadlines.

Collaborative and Team Environment

- Be willing to work on special projects as assigned.
- Ability to interpret a client's needs.
- Communicate effectively and professionally with all internal and external contacts.

POSITION QUALIFICATIONS

Competency Statement(s)

- **Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made and asking questions as appropriate.
- **Creative** - Ability to think in such a way as to produce a new concept or idea.
- **Communication, Oral** - Ability to communicate effectively with others using the spoken word.
- **Communication, Written** - Ability to communicate in writing clearly and concisely.
- **Customer Oriented** - Actively looking for ways to assist people.
- **Ethical** - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- **Energetic** - Ability to work at a sustained pace and produce quality work.
- **Friendly** - Ability to exhibit a cheerful demeanor toward others.
- **Detail Oriented** - Ability to pay attention to the minute details of a project or task.
- **Innovative** - Ability to look beyond the standard solutions.
- **Organized** - Possessing the trait of being organized or following a systematic method of performing a task.
- **Patience** - Ability to act calmly under stress and strain, and of not being hasty or impetuous.
- **Technical Aptitude** - Ability to comprehend complex technical topics and specialized information.
- **Time Management** - Managing one's own time and the time of others.

SKILLS & ABILITIES

Education: Associates Degree in Marketing or Graphics Design. Bachelor’s degree preferred.

Experience: Three-five years, full-time (35-40 hours per work week) experience as a graphic designer, preferably in higher education or agency experience.

Computer Skills: Excellent in Adobe Creative Suite software including InDesign, Photoshop, Illustrator, Acrobat, Bridge, Dreamweaver, and Flash. Proficient in Microsoft Office and Microsoft Windows. Knowledge of HTML a plus.

Certificates & Licenses: None

Other Requirements: Must interact well with a variety of people, handle multiple tasks simultaneously, must be self-motivated, and work well in a team environment. Individual constantly strives to develop designs and marketing promotions that represent Southeast Technical Institute’s goals and initiatives. Post offer criminal background check required.

PHYSICAL DEMANDS

Physical Demands

Stand	C (Constantly)
Walk	C (Constantly)
Sit	C (Constantly)
Handling / Fingering	C (Constantly)
Reach Outward	C (Constantly)
Reach Above Shoulder	O (Occasionally)
Climb	O (Occasionally)
Crawl	O (Occasionally)
Squat or Kneel	O (Occasionally)
Bend	O (Occasionally)

Lift/Carry

10 lbs or less	C (Constantly)
11-20 lbs	F (Frequently)
21-50 lbs	O (Occasionally)
51-100 lbs	O (Occasionally)
Over 100 lbs	N (Not Applicable)

Push/Pull

12 lbs or less	C (Constantly)
13-25 lbs	C (Constantly)
26-40 lbs	F (Frequently)
41-100 lbs	O (Occasionally)

<i>N (Not Applicable)</i>	<i>Activity is not applicable to this occupation.</i>
<i>O (Occasionally)</i>	<i>Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)</i>
<i>F (Frequently)</i>	<i>Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)</i>
<i>C (Constantly)</i>	<i>Occupation requires this activity more than 66% of the time (5.5+ hrs/day)</i>

Other Physical Requirements:

Talking

- Ability to express or exchange ideas by means of the spoken word.
- Sufficient for conveying spoken information in a variety of activities and situations.

Vision

- Sufficient visual acuity for extensive reading; to prepare and analyze data and figures; view a computer screen; and visual inspection/assessment.

Sense of Sound

- Sufficient to hear sounds at normal speaking levels with minimal correction.
- Ability to receive detailed information through oral communication.

Sense of Touch

- Handling - Working primarily with hands/hand and requires the employee to sufficiently seize, hold, grasp, and turn with one or both hands.
- Fingering - Working primarily with fingers/finger and requires the employee to sufficiently pick up and pinch a variety of items.
- Feeling - Perceiving attributes of objects such as size, shape, temperature, or texture. Requires the employee to be able to primarily touch with the skin (primarily that of fingertips).

WORK ENVIRONMENT

Busy, walk-in desk, open office area. Constant interruptions and must interact with others on a regular basis. General office environment with standard office equipment available. Lighting and temperature are adequate. Moderate noise levels typical of an office environment due to staff/student conversations and office equipment. Job is sedentary with physical activities normally required in an office environment. Possible exposure to communicable diseases and temperature changes as individuals enter and exit the building. Occasional outdoor assignments with a variety of weather conditions.

EMPLOYER STATEMENT AND EMPLOYEE AUTHORIZATION

EMPLOYER STATEMENT

Southeast Technical Institute has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. Additional functions and requirements may be assigned by supervisors and/or Administrators as deemed appropriate. This document does not represent a contract of employment, and Southeast Technical Institute reserves the right to change this job description and/or assign tasks for the employee to perform, as it may deem appropriate.

EMPLOYEE AUTHORIZATION

I have read this job description and completely understand all of my job duties and responsibilities. I am able to perform the essential functions as outlined with or without reasonable accommodation. I understand that my job may change on a temporary or regular basis according to the needs of my location and/or department without it being specifically included in the job description. If I have questions about job duties not specified on this job description that I am asked to perform, I should discuss them with my immediate supervisor and/or an Administrator. I further understand that future performance evaluations are based on my ability to perform the duties and responsibilities outlined in this job description to the satisfaction of my immediate supervisor and/or Administrator. I have discussed any questions I may have about this job description prior to signing it.

Employee Signature: _____ Date: _____

Employee Print Name: _____