Position Title: (Proposed)  
Graphic Designer

Department  
Marketing

Employee Name  
Supervisor

Yes  
No

Department Summary  
This department supports social media and marketing communications needs for the entire organization. Through these efforts students are informed about the work of ASI as well as upcoming events and activities.

Summary of position  
Under the supervision of the Marketing Coordinator (or Executive Director when Marketing Coordinator is absent), the Graphic Designer is responsible for developing promotional materials, social media, and web graphics supporting Associated Students, Inc. (ASI) and partnership events. The Graphic Designer produces visual solutions to the communication needs of ASI departments using a mix of creative skills to produce materials in line with the overall ASI image and awareness plans. This position also assists in the production of marketing materials and distribution to departments and boards around campus.

Role/Function of the position  
List the major functions of the positions with the % time base allocated to each function

<table>
<thead>
<tr>
<th>% Time Base</th>
<th>Position Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>30%</td>
<td>Design and produce items including but not limited to fliers, posters, letterhead, shirts, giveaways, and other graphical elements.</td>
</tr>
<tr>
<td>20%</td>
<td>Meet with staff to determine marketing needs, develop visual concept, capture needed photos, and design quick drafts or sketches that interpret marketing needs before work begins.</td>
</tr>
<tr>
<td>20%</td>
<td>Stay informed on new creative tools and techniques to produce new ideas, and use innovation to define a design that meets the constraints of chosen media, time, and cost.</td>
</tr>
<tr>
<td>10%</td>
<td>Work well in a team and participate in staff meetings and on-going staff development trainings. Interact with vendors, printers, photographers, web developers and copywriters to deliver final products.</td>
</tr>
<tr>
<td>20%</td>
<td>Assist Marketing Coordinator in keeping designed materials tied to the AS image plan, archive designs, and assist with distribution of materials to campus bulletin boards and departments.</td>
</tr>
<tr>
<td>10%</td>
<td>All other duties as assigned.</td>
</tr>
</tbody>
</table>

Minimum Qualifications of the position  
To perform this job successfully, this individual must be able to perform each essential duty and responsibility satisfactorily.
### Experience:

1. Must be a current CSUEB Student.
2. Current ASI employees preferred but open to other applicants.
3. Requires excellent time management skills.
4. Requires excellent verbal and written communication skills.
5. Requires patience and confidence when working with contacts.
6. Requires a good command of the Adobe Illustrator and Photoshop CS5 of higher.

### Degree Level

- [X] High School Diploma
- [ ] BA/Bs
- [ ] Master’s Degree
- [ ] PhD/EdD

### Degree Level Desired

- [X] High School Diploma
- [ ] BA/Bs
- [ ] Master’s Degree
- [ ] PhD/EdD

### Desired Degree Major

Design, Marketing, Communications or related field.

### Required Knowledge Skills and Abilities

1. Excellent graphic design proof reading skills. Ability to handle multiple work projects, organize and prioritize them.
2. Ability to operate printers, copier and fax machines.
3. Demonstrated capacity to work effectively in a University environment including its programs and services, requirements and procedures and the overall mission and goals of an educational institution
4. Requires excellent verbal and written communications skills.
5. Requires excellent interpersonal skills.
6. Ability to design marketing materials quickly
7. Ability to change designs based on feedback quickly without emotional ties to the work
8. Preferred skills in Adobe Illustrator and Photoshop, Final Cut Pro, HTML, JAVA, CSS, Microsoft programs; including Word, Publisher, Excel, Outlook, Facebook, Twitter, and Instagram.

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I have read this job description and I understand all 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 or department without it being specifically included in the job description. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my immediate supervisor or a member of Human Resources.

I have discussed any questions I may have had about this job description prior to signing this form.

Signature of Employee

Signature of Supervisor

Signature of HR Director