



DATE ISSUED: 02/16
FLSA: Non-Exempt
PTO: COVS

JOB DESCRIPTION

TITLE

Design Specialist

JOB SUMMARY

Performs duties in conceptualizing, design, pre-production, production and printing of campus publications, and the uploading of web pages and social media. Works with staff on university needs. Work is performed under general supervision and performance is based upon completion of assignments and results obtained. The performance evaluation is conducted through the performance evaluation system and in accordance with the University Policies & Procedures.

ORGANIZATIONAL RELATIONSHIPS

Reports to: Manager, Digital Services

Supervises: May supervise Student Assistants.

ESSENTIAL DUTIES - May include, but not limited to the following:

- Designs materials for digital and print publications.
- Prepares files for print.
- Assist with maintaining archive digital filing system.
- Develops relationships with project team members, clients, and senior management.
- Draws concept sketches and thumbnails.
- Works closely with the Manager of Design Services in developing, concept, message, and design for all marketing pieces.
- Confers with staff on publications and digital media.
- Presents concepts and design solutions to peers.
- Produces digital art for both web and social media.
- Maintains client contact throughout design, production, and submission for printing or release to web, or social media.
- Updates TWU web pages.

ADDITIONAL DUTIES

- Performs other duties as requested.

EDUCATION

Bachelor's degree in design related major. Or some college, plus three years design experience.

EXPERIENCE

One year experience in a comparable position(s). Proficiency in the Adobe Creative Suite applications InDesign, Photoshop, Illustrator and Bridge. Ability to use Microsoft Word in a Macintosh environment required.

REQUIREMENT

Regular and reliable attendance at the University during regular scheduled days and work hours is an essential function of this position.

KNOWLEDGE, SKILLS, AND ABILITIES - The following are essential:

- Working knowledge of computer graphics software including, Adobe Photoshop, Adobe Illustrator, Adobe InDesign.
- Working knowledge of basic HTML.
- Working knowledge of Excel, Powerpoint.
- Working knowledge of Digital layout design experience.
- Working knowledge of Prepress, Drawing, Photography, and Videography.
- Time Management Skills
- Organization Skills
- Ability to establish work relations with faculty, staff and Students.
- Ability to effectively communicate orally, by phone, in person and in writing.
- Ability to conceptualize thoughts and ideas into visual images.
- Ability to set and meet deadlines.
- Ability to self-manage projects.
- Ability to operate a Macintosh personal computer.
- Working knowledge of Hootsuite, Instagram, Facebook, and Twitter.
- Ability to represent the department and University in a friendly, courteous, and professional manner.

- Ability to perceive the nature of objects by the eye and the ability to identify and distinguish color.
- Understand web design best practices.
- Working knowledge of basic HTML and TWU chosen Content Management System.
- Ability to use a personal computer and other office equipment, including university related software and email.

PHYSICAL DEMANDS

The physical demands described in the Essential Duties and below are representative of those that must be met by an employee to successfully perform the essential duties of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.

The employee may be required to travel.

WORK ENVIRONMENT

All employees are responsible for maintaining an environment that is free from discrimination, intimidation, harassment, including sexual harassment. Work is normally performed in a typical interior work environment.

SAFETY

TWU promotes a safe working environment. Employees are responsible for completing assigned tasks safely and efficiently, and supervisors are responsible for creating and maintaining a safe work environment. Employees must report any unsafe work conditions or practices, as well as any near-miss incidents, to their supervisor and Risk Management. Supervisors and employees should ensure that injury/accident reports are submitted to the Office of Human Resources and Risk Management within 24 hours of the incident.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

Employee Signature: _____

Date: _____

Printed Employee Name: _____

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Texas Woman's University is committed to equal opportunity in employment and education and does not discriminate on the basis of race, color, religion, gender, sex, sexual orientation, ethnic origin, age, veteran's status, or against qualified disabled persons.

All positions at Texas Woman's University are deemed security sensitive requiring background checks.