



**DATE ISSUED:** 02/19  
**FLSA:** Exempt  
**PTO:** VCS

## ***JOB DESCRIPTION***

### ***TITLE***

Senior Design Specialist

### ***JOB SUMMARY***

Performs duties in conceptualizing, design, pre-production, production and printing of campus publications, and the updating of web pages and social media. Position acts as liaison for department printing needs and assists with campus photography requests. May perform supervisory responsibilities. Works with staff on university needs. Work is performed under general supervision and performance is based on 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, Design Services or Executive Director for Faculty Excellence, or Director, Teaching & Learning with Technology

*Supervises:* May supervise Design Specialist and Student Assistants.

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

- Designs materials for digital and print publications.
- Prepares files for print and conducts press checks.
- May manage Design Specialist or Student Assistants.
- Provides art direction of photography.
- Assists with maintaining archive/digital filing system.
- Presents concepts and design solutions to clients.
- Maintains client contact throughout design and production process.
- Develops solutions to manage project issues, risks, dependencies, and effectively communicate to team leaders.
- Provides cost estimates, insures print, digital, and other collateral pieces meet TWU graphic guidelines.

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- Enforces university brand standards through designs.
- Builds and edits web pages through the university's content management system.
- Coordinates with writers and other team members.
- Creates artwork for and helps manage social media accounts.
- Consults with vendors.

### **ADDITIONAL DUTIES**

- Performs other duties as requested.

### **EDUCATION**

Bachelor's degree in design-related major.

### **EXPERIENCE**

Four years design experience.

### **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 Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Bridge, Adobe Acrobat, Adobe After Effects.
- Working knowledge of Word, Excel, Powerpoint.
- Digital layout design experience.
- Working knowledge of Prepress, Drawing, Photography, Videography, Lightroom, Google Docs, Social Media, T4, Wireframes.
- 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.
- HTML
- Responsive web/email design.
- Advanced knowledge of printing technology and techniques.
- Ability to conceptualize thoughts and ideas into visual images.
- Ability to establish and meet deadlines.

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- Working knowledge of Hootsuite, Instagram, Facebook, and Twitter.
- Ability to represent the department and University in a friendly, courteous, and professional manner.
- Ability to present and defend compelling design solutions and negotiate changes.
- Understand web design best practices.
- 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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***All positions at Texas Woman's University are deemed security sensitive requiring background checks.***