Associated Students, SJSU
Graphic Design Lead
A.S. Marketing Department

Position Title: Graphic Design Lead
Position Department: A.S. Marketing
Status: Part Time, Non-Exempt, 25 hours per week
Reports to: Marketing & Communications Coordinator
Pay Rate: $23 per hour

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**POSITION PURPOSE**
Under the direction of the Marketing & Communications Coordinator, the Graphic Design Lead is responsible for leading a design team and ensuring consistent visual messaging for a wide variety of audiences, which supports the Associated Students brand. The team will design and create promotional materials, and all visual aspects of advertising and promotion to enhance and improve the A.S. brand image, and increase campus-wide awareness of programs, services, and events.

**ASSOCIATED STUDENTS**
Associated Students (A.S.) represents the students of San José State University and speaks on their behalf for various policy making, academic and event planning decisions, and works to improve the quality of their educational opportunities and experiences. Associated Students, SJSU is an independent non-profit corporation serving as an auxiliary and student government for San José State University.

**EDUCATION/EXPERIENCE**
- B.F.A or B.A. in Graphic Design or similar programs from an accredited college/university
- 1-2 years of professional design experience
- Experience working in a multicultural environment (staff and students)
- Requires excellent time management skills (deadline-driven)
- Requires excellent verbal and written communication skills
- Requires excellent interpersonal skills
- Experience managing a team of designers a plus

**ESSENTIAL DUTIES AND RESPONSIBILITIES**

**Design Development (50%)**
- Develops, designs and creates promotional materials, displays and artwork for ad/promo campaigns
- Provides creative design, typesetting, and layouts for reports, brochures, posters, flyers, banners, online promotion and other forms of advertising
- Effectively utilizes illustrations and photography to enhance print materials
- Consults with Marketing & Communications Coordinator and/or department contacts to execute visuals
- Creates standard and custom formats for campaigns, to include but not limited to, fliers, posters, web banners, icons, letterhead, shirts, giveaways, and other print and digital formats.

**Supervision (25%)**
- Supervise graphic designer students to ensure the marketing and publicity needs for the organization are carried out effectively and with the proper support
- Regularly checks-in and helps monitor workload and project status of graphic design team members using project management tool

**Communication (15%)**
- Participates in staff meetings and on-going staff development trainings
- Interact in-person or email with clients and copywriters to deliver final products
- Communicates project challenges, issues or obstacles and helps address issues with Marketing & Communications Coordinator
Builds relationships with key constituents, including SJSU students, student organizations, and faculty/staff

**Skill Development (10%)**

- Stays current on graphic design trends, techniques and strategies, shares findings with the design team, and incorporates relevant strategies in marketing materials
- Thinks creatively to produce new ideas and challenges team to increase level of creativity
- Uses innovation to define a design that meets the constraints of chosen media, time and cost

**KNOWLEDGE, SKILLS, ABILITIES AND OUTCOMES**

To perform this position successfully, this individual must be able to execute each essential duty and responsibility satisfactorily.

- Proven experience and ability in graphic design
- Ability to develop and coordinate all visual aspects of advertising and promotion
- Ability to perform color separations and digital photo editing
- Knowledge of layout and typesetting
- Knowledge of the principles of graphic design and typography including the ability to design, layout, and prepare finished artwork to develop a visual product
- Proven knowledge and ability in use of Apple and Windows PC platforms, Adobe Creative Suite, Google Suite, and Microsoft products/programs
- Ability to work independently without close supervision
- Ability to communicate effectively with others, both verbally and in writing
- Ability to handle multiple priorities; prioritize, plan work and complete assigned projects
- Leadership and organizational skills
- Ability to operate printers and copier machines
- Capacity to work effectively in a University environment, including its programs and services, requirements and procedures, and the overall mission and goals of SJSU

**GUIDELINES**

This position is non-exempt from the provisions of Section 1 of the California Industrial Welfare Commission Orders.

This position has been identified as a mandated reporter required to report the observed or suspected abuse or neglect of children, dependent adults, or elders to designated law enforcement or social service agencies. We reserve the right to make employment contingent upon completion of signed statements acknowledging the responsibilities of a mandated reporter.

This position may be exposed to sensitive or personal information and is required to comply with the requirements set forth by the Integrated CSU Administrative Manual 8000 series and Associated Students Information Security Standards as a condition of employment.

A background check (including a criminal records check) must be completed satisfactorily before any candidate can be offered a position within Associated Students. Failure to satisfactorily complete the background check may affect the application status of applicants or continued employment of current Associated Students employees who apply for the position.

Associated Students is an equal opportunity employer and will consider all qualified applicants without any regard to race, color, national origin, ancestry, religion, creed, age, disability, medical condition, sex, sexual orientation, gender identity, genetic information, marital status, military and veteran status or any other basis protected by federal, state, or local laws. If you are an individual with a disability and require a reasonable accommodation to complete any part of the application process and/or need an alternative method of applying, please email as-hr@sjsu.edu. Associated Students hires only individuals lawfully authorized to work in the United States (Public Law 99-603).
APPLICATIONS
Applicants must submit a complete application through the Associated Students applicant tracking system, ADP. Only complete applications will be considered.

- Portfolios or work samples may be e-mailed to edilbert.signey@sjsu.edu.

DEADLINE
The position will remain open until filled.

Click here to apply!