



The College of Idaho is currently accepting applications for a **Graphic and Web Design Specialist** to join the Office of Marketing and Communications. The Graphic and Web design specialist will be responsible for creating and maintaining a dynamic, professional and consistent look for The College of Idaho's visual identity. The successful candidate will have the ability to create outstanding visual graphics both in print and online, as well as design advertisements, *Quest* magazine, creative web projects, print and digital signage, and a variety of publications including postcards, brochures, posters and mailers for admissions, development, alumni relations, athletics and other campus departments.

### **Essential Functions**

- Create outstanding, distinctive designs for the College both in print and online.
- Work collaboratively with students, faculty, staff and outside vendors to ensure visual consistency and quality across all uses of the College's logos, colors, word marks and other brand assets.
- Design the College magazine, *Quest*, which is published three times annually with a circulation of 12,000+
- Design the admissions viewbook and other print publications for the enrollment team.
- Work with the director to create and execute designs for the College's advertising campaigns, which may include print ads, digital ads, billboards, television spots and posters.
- Work with third-party vendors in bidding out College projects and ensuring quality of product and cost-effectiveness.
- Work to enhance the visual design of the College's website, creating more dynamic and brand-cohesive graphics and web pages where possible.
- Assist in designing College apparel, athletic uniforms and promotional items as required.
- Create and update College signage, including banners, building signs and the campus map.
- Maintain the College's digital signage, which promotes campus events via television screens across campus.
- Create posters and graphics to help promote campus and athletics events.
- Assist with photography/photo editing and videography/video editing as required.
- Additional duties as assigned

### **Knowledge, Skills, and Abilities**

- Knowledge of Microsoft Office suite
- Strong proofreading skills.
- Expertise and experience in the Adobe creative suite, specifically InDesign, Photoshop, Illustrator and Premiere Pro
- Excellent communication skills, both oral and written, in English
- Ability to meet deadlines, and to maintain a high level of quality under deadline pressure
- Ability to maintain a high level of customer service at all times
- Must be self-motivated, willing to work independently
- Detail oriented while adhering to guidelines, performance standards and policies
- Must possess a strong work ethic and unquestioned personal integrity.
- Must be articulate, high-energy and goal-oriented.
- Ability to:
  - multi-task and meet deadlines.
  - work within the constraints of a limited budget.

- work independently as well as collaboratively in a team environment.
- work occasional evenings and weekends.
- drive a personal or College vehicle for the purposes of College business

## **Qualifications**

### **Minimum**

- Four-year degree in graphic design, art, communication, marketing or a related field.
- Experience performing graphic and web design duties for a professional organization.
- Experience using a content management system to design, create and update web pages.
- Experience in graphic design for advertising campaigns
- Must possess a current valid driver's license, be vehicle insurable with a good driving record in accordance with The College of Idaho's vehicle policy.

### **Preferred**

- Demonstrated success in a similar position in an academic or comparable setting.
- Five (5) years of professional graphic design experience.
- Portfolio of published work, including advertisements, magazine work, web design projects and print/promotional materials.
- Extensive experience with website content management and web design.
- Passionate about visual story-telling and sharing the exciting things happening at The College of Idaho

Candidates must be authorized to work in the United States as of the expected hire date and throughout the date of the contract without sponsorship from The College of Idaho.

Candidates meeting qualifications listed above should submit a cover letter addressing their qualifications for the position, a current resume, and the names and contact information of three (3) references, two (2) management and one (1) professional to [hr@collegeofidaho.edu](mailto:hr@collegeofidaho.edu). Application review will begin immediately; applications will be accepted until suitable candidates are selected.

With over 125 years of history, The College of Idaho is a regional and national leader in higher education. The College of Idaho is an inclusive community of exceptional learning that challenges the ambitious and forges pathways to success and purpose. To learn more about The College of Idaho, please visit [www.collegeofidaho.edu](http://www.collegeofidaho.edu)

The College of Idaho is proud to be an equal opportunity employer. We are committed to attracting, retaining, and maximizing the performance of a diverse and inclusive workforce. [Our Representation, Inclusion, and Equity Statement can be viewed by clicking here.](#)