

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: GRAPHIC DESIGN AND SOCIAL MEDIA COORDINATOR - AMA

PAY GRADE: P-1

OVERTIME STATUS: NON-EXEMPT

MAJOR RESPONSIBILITY:

Responsible for visually conveying the museum's brand and mission through print, web, social media, and video.

At the College of Central Florida, our vision is to be "Your first choice for quality higher education." We aim to accomplish this by providing a caring and exceptional learning environment that fosters the success of our students and community. Candidates considering becoming part of the CF family must be able to embrace and model this philosophy in their day-to-day responsibilities and demonstrate our standards: professional, responsive, informative, dependable, and engaged.

PREREQUISITES FOR POSITION (Qualification Standards):

1. Education or training: Associate's degree required; design or studio arts, preferred. Bachelor's degree preferred.
2. Years of experience in the field: Two years of full-time experience in the field of graphic design or marketing with demonstrated experience implementing campaigns using digital and social media, video, and print is required.
3. Special skills or abilities related to the position: Demonstrated experience in print, and e-communications. Experience required in Adobe Creative Suite and Microsoft Office Suite. Knowledge of best practices in social media graphic design. Excellent writing and proofreading skills. Ability to establish and maintain effective working relationships with the media, employees, volunteers, vendors, and the public. Ability to handle multiple projects under deadline pressure. Experience with WordPress and photography skills preferred. A software/skill test may be requested. Driver's license required.

ESSENTIAL JOB FUNCTIONS:

1. Working with the Assistant Director, responsible for all phases of the development and production of visual communication materials that educate and inform the public about the Appleton Museum of Art, College of Central Florida's mission, programs, exhibitions, and educational programs.

ESSENTIAL JOB FUNCTIONS (Continued):

2. Conceptualizes, designs, and produces materials that achieve departmental and museum goals, including advertisements, promotional materials and products, publications, social media graphics, exhibition graphics, and education materials.
3. Performs all prepress activities for a variety of print communication pieces.
4. Plans and directs photo shoots as it relates to the production of marketing materials.
5. Photographs or arrangements for photography of Appleton events, exhibitions, artwork, artwork installation, and any other departmental photography needs.
6. Conceptualizes and creates social media content that includes graphics and videos, working with other departments to promote programs and exhibitions.
7. Monitors trends in social media tools and applications and encourage the use of new technology within the museum.
8. Assists in maintaining the museum's WordPress website.
9. Serves as point of contact with internal and external marketing-related vendors.
10. Archives and maintains files and creates reports as needed.
11. Engages in professional development to stay current in social media, web, graphic design, hardware, and software.
12. Manage multiple, simultaneous projects to reach targets, staying on schedule and budget.
13. Other duties as assigned.

(These essential job functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related marginal duties as required.)

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without a hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods.
- Routinely requires sitting at a desk and viewing a display screen for extended periods.
- Ability to access, input, and retrieve information from a computer or other electronic device.
- Routinely requires moderate (up to 40 pounds) lifting and carrying.
- Routinely requires walking, standing, sitting, kneeling, stooping, reaching up, twisting, and bending.
- May be required to pick up print jobs from local vendors.

ENVIRONMENTAL CONDITIONS:

- Works inside an office environment.

(Reasonable accommodations will be made for otherwise qualified individuals with a disability.)

PRIMARY LOCATION OF JOB: APPLETON MUSEUM OF ART

SUPERVISOR OF POSITION: ASSISTANT DIRECTOR OF APPLETON MUSEUM OF ART