

COLLEGE OF CENTRAL FLORIDA

JOB DESCRIPTION

JOB TITLE: GRAPHIC DESIGN AND WEBSITE 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. Bachelor's degree preferred.
2. Years of experience in field: Two years' full-time experience in the field of graphic design or advertising with demonstrated experience implementing campaigns using digital and social media, video and print required.
3. Special skills or abilities related to position: Demonstrated experience in print, web design and e-communications using software such Adobe Creative Suite, Microsoft Office Suite, required. Knowledge of social media practices, web content writing, advertising markets, printing and graphics. Excellent writing, proofreading and desktop publishing 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. Writing samples required; a software/skill test may be requested.

ESSENTIAL JOB FUNCTIONS:

1. Maintains the museum's website using Adobe Dreamweaver.
2. 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):

3. Conceptualizes, designs, and produces materials that achieve departmental and museum goals.
4. Creates visual concepts, designs, layouts, and performs all prepress activities for a variety of print communication pieces.
5. Creates graphic images such as illustrations, logos, and informational graphics.
6. Functions as the brand manager, developing and maintaining the Appleton's visual brand standards and guidelines.
7. Plans and directs photo shoots.
8. Photographs or arranges for photography of Appleton events, exhibitions, artwork and artwork installation, and any other departmental photography needs.
9. Serves as point of contact with internal and external print vendors.
10. Tracks job, requirements, progress, changes, timelines and other project variables.
11. Archives and maintains files and creates reports as needed.
12. Engages in professional development as needed to stay current in web, communication design and design-related computer hardware and software needs.
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 the essential functions.

- Acceptable eyesight (with or without correction).
- Acceptable hearing (with or without hearing aid).
- Ability to clearly communicate both orally and in writing on a telephone and on a computer for extended periods of time.
- Routinely requires sitting at a desk and viewing a display screen for extended periods of time.
- 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.

ENVIRONMENTAL CONDITIONS:

- Works inside in 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