ASI GRAPHIC DESIGN COORDINATOR

Auxiliary Employee | *This is a position for employment with Associated Students Inc. (ASI). This is not a position for State employment with CSU Channel Islands. For payroll purposes, this position will be hired by University Auxiliary Services (UAS), an auxiliary corporation of CSUCI. While the incumbent of this position will be considered a UAS employee for payroll and benefits purposes, the incumbent will be an ASI employee, which reports to the Division of Student Affairs.*

PURPOSE OF THE POSITION:

Under supervision of the ASI Executive Director, the ASI Graphic Design Coordinator is responsible for creating and overseeing the overall brand identity and design of all graphic material created for and used by Associated Students Inc. (ASI), ASI Programs, and the ASI Student Union. The coordinator independently produces a variety of complex promotional and/or informational materials using traditional and emerging tools to meet the diverse marketing and communication needs of ASI.

RESPONSIBILITIES & DUTIES:

Graphic Design and Marketing
- Serves as primary professional responsible for creating ASI graphic design materials which uphold the ASI and Student Union mission statements, and presents a professional presence which promotes student engagement, learning, and the fostering of community.
- Creates marketing materials through graphic design, video, audio, slideshows, motion graphics, and/or photography that highlights ASI programs and services.
- Participate in the strategic development of ASI brand including creative input, dissemination of promotional materials, and providing support to ASI programs.
- Produce high quality work on a regular and consistent basis with attention to accuracy, creativity, balance, and professional delivery, exercise good judgment, ethics, and integrity.
- Execute last-minute changes on projects and review proofs as needed to keep production schedules on time.
- Interpret, implement, track, and manage design jobs in CISync to ensure the final product is consistent with the requestor's vision and timeline.
- Interact with requestor to ensure all design needs are met and oversee requestors revisions as needed.
- Thoroughly proof all design projects and ensure accuracy across all layouts prior to submitting to the requestor and ASI staff for approval.
- Coordinates the preparation and distribution of marketing for various ASI events.
- Coordinates and updates the Student Union Digital Signage System, including designing templates, designing advertisements, and writing copy for the RSS feed, scheduling advertisements, and overseeing submission process.
- Creates event and news items for CI Sync and CSUCI News Center, including the creation of both visual/graphic and written content.
- Assist in the creation and maintenance of the ASI & Student Union websites through Echo CI.
- Assists with ASI and Student Union social media platforms.

Student Development
- Provides creative guidance to ASI graphic design student assistant(s) by training and mentoring on graphic design and production principles and technical issues.
- Teaches student assistant(s) the existing department policies and procedures (e.g., CISync forms, S-Drive folder system) and continue to develop and refine these policies and procedures to improve department efficiency.
- Coordinates the recruitment and hiring process of ASI graphic design and marketing student assistants.
- Supports and assists with the training of all ASI student assistants and program leaders.

Supervision and Oversight
- Performs responsibilities and duties under the general direction of the ASI Executive Director.
- Leads the ASI graphic design student assistant(s) and assigns design tasks, ensure staff members are on task, execute appropriate judgment regarding staffing decisions, process HR documents, and approve timecards.

REQUIREMENTS OF POSITION:

Required Qualifications:

Bachelor's degree required in graphic design, advertising, digital media, or a related field.

Preferred Qualifications:

- 2-3 years of experience in graphic design and marketing.
- Strong graphic design skills and artistic ability to translate communication needs into an artistic design.
- Demonstrated experience with the technical and aesthetic aspects of design production, from concept to post-production.
- Experience creating graphic design material for print, web, and social media use and knowledge of best practices for each.
- Experience working in higher education is a plus.
- Must have strong computer skills, including a knowledge of current graphic design, video, audio, and/or photo editing software (e.g., Adobe Creative Suite, Photoshop, Illustrator and InDesign).
- Strong working understanding of design principles, layout, type, color, and photography.
- Knowledge of production techniques and processes and an understanding of marketing communications.
- Thorough understanding of printing and other vendor services to prepare specifications for printing and other services. Ability to prepare camera-ready materials and a working knowledge of design and electronic prepress processes used in the production of complex publications.
- Ability to plan, coordinate and produce graphic art communications projects and handle multiple priorities.

This position may require work to be performed outside of normal business hours.

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

The person holding this position is considered a 'mandated reporter' under the California Child Abuse and Neglect Reporting Act and is required to comply with the requirements set forth in CSU Executive Order 1083, revised July 21, 2017, as a condition of employment.

Hiring Range: $3,640 – 4,000 per month