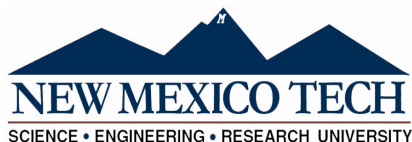


Posted: September 19, 2023



POSITION ANNOUNCEMENT

TITLE: ASSISTANT DIRECTOR FOR GRAPHIC DESIGN AND BRAND MANAGEMENT

DEPT: MARKETING AND COMMUNICATIONS

REG

TEMP

FULL TIME

PART TIME

STARTING RATE or SALARY RANGE \$55,000-\$62,000

Employees being promoted to a higher classified position receive the minimum for the position or a pay rate adjustment of 8% whichever is greater.

All regular positions also entitle the employee to several benefits including health, dental, vision, life insurance, and retirement which is largely paid by New Mexico Tech for the employee and dependents.

INTERNAL POSTING THROUGH: Concurrent* CONSIDERATION WILL BE GIVEN FIRST TO TEMPORARY AND REGULAR TECH EMPLOYEES WHO APPLY WITHIN THE 7 DAY INTERNAL POSTING. APPLICATIONS RECEIVED AFTER THE 7 DAY POSTING MARGIN WILL BE CONSIDERED WITH OTHER OUTSIDE APPLICANTS.

JOB SUMMARY:

Reporting to the Director of University Marketing the Communications, the Assistant Director for Graphic Design and Brand Management works to advance the goals of the university through clear, compelling design. A self-starter with established design techniques, the incumbent will concept and execute work that reinforces and strengthens the university brand, supports recruitment and enrollment objectives, and amplifies university-wide communication. While working closely with marketing and communications staff—and partnering with leaders from across the university—the Assistant Director will make strategic decisions that bring the New Mexico Institute of Mining and Technology brand to life through print and digital design.

The ideal candidate thrives when given a creative challenge. Naturally collaborative and open to new ideas and perspectives, the incumbent can independently take a concept, evolve it, and develop effective artwork that meets the needs of university stakeholders and fits within the Widener brand. The Assistant Director for Graphic Design and Brand Management is as comfortable producing a viewbook which includes a suite of digital banner ads and understands how varying audiences (undergraduate students, graduate students, parents, etc.) respond to nuances in design. With a willingness to push boundaries and an openness to iterate based on feedback, the incumbent serves as an essential strategic arm within University Marketing and Communications.

The Assistant Director for Graphic Design and Brand Management will be expert graphic designers with a mastery of InDesign who also have familiarity with web content management systems and other digital and common digital platforms. This is a highly collaborative environment and the incumbent must be someone who can create exquisite work and also listen well, adjust and respond to feedback, and bring ideas to the table.

Candidates for the position will be required to submit a portfolio of five work samples produced within the past five years. These must be provided with the initial application (and can be in the form of links to websites or in attachments), and can consist of materials that were printed, displayed online, delivered in presentations, or produced for other purposes. Each sample should include a short explanation of the rationale for its design, a short explanation of its intended purpose and audience, and a short summary of results of the project.

JOB FUNCTIONS:

Administrative 20%

- Make strategic design decisions, while collaborating with Content Managers to produce collateral that meets client needs and fits within the university brand.
- Work to ensure consistent, on-time delivery of projects; communicate status updates throughout the life cycle of each project.
- Develop a production process for print projects; effectively communicate specs and other print needs with print vendors.
- Manage internal brand style guide and contribute to the evolution of the NMT brand.
- Manage multiple projects and deadlines in a fast-paced environment.
- Occasionally handles confidential information.
- Responsible for own work; assist in training new employees or in answering questions directly related to position function.
- Position requires in-depth knowledge of future work and projects requiring complex planning, usually months in advance.
- Manage social media accounts and online perception of New Mexico Tech

Creative 40%

- Work autonomously to concept and produce artwork for print and digital advertising, including long- and short-form print recruitment materials, out-of-home advertisements, digital banner advertisements, and more.
- Design and configure templated mass emails (invitations, newsletters, etc.).
- Serve as the strategic design arm during client intake meetings by exploring creative direction with project stakeholders; effectively iterate projects based on client and internal feedback.
- Partner with third-party photographers, when necessary, to capture compelling photography that meets design needs.
- Position should maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, and establishing professional and personal networks.

Collaboration 35%

- Consults with staff on graphic projects, considering factors like visibility, distribution, budget, branding and the university's overall marketing and communications plans and advises others regarding the practical applications of graphic design as a tool of visual communication.
- Serves as a brand ambassador regarding logo usage and graphic standards.
- Provide feedback on collateral produced by external design partners (university departments, agencies, freelancers, etc.).
- Support university departments by coordinating with external creative partners, such as signage companies and promotional merchandise vendors.
- Contact outside the department/university involving moderately technical and complex matters.

Other duties as assigned.

REQUIRED QUALIFICATIONS:

Bachelor's Degree in graphic design, digital media, or a related field with 3-5 years of experience. Candidate should be able to provide portfolio of relevant work. 3-5 years of experience taking digital and print design projects from concept to execution. Excellent communicator with strong interpersonal skills; able to engage stakeholders at all levels during meetings and presentations. Expert in professional design software, including Adobe Photoshop, Illustrator, and InDesign. Understands key design concepts, including visual hierarchy, balance and space, and color and contrast. Knowledge of photography basics (i.e., what makes a compelling photo for use on various platforms and in various pieces). Ability to manage multiple projects and deadlines and pivot priorities when necessary. Comfortable using digital tools to communicate and execute work (Microsoft Office, Zoom, content management software, etc.). Open to learning and adopting new software.

DESIRED QUALIFICATIONS:

Master's Degree in graphic design, digital media, or a related field with 3-5 years of experience. Illustration skills. Experience working with email management tools, such as Constant Contact. Experience using project management software to organize workflow. Knowledge of copywriting best practices. Speaks and communicates in Spanish.

LIFTING REQUIREMENTS:

(f)requently, (o)ccasionally, or (s)eldom

0 - 15 pounds	O
15 - 30 pounds	O
30 - 50 pounds	O
50 - 100 pounds	S
100 + pounds	S

PHYSICAL DEMANDS:

Standing 30%	Sitting 50%	Walking 20%	Pulling
Pushing	Lifting	Stooping	Kneeling
Crawling	Climbing	Reaching	Other

Apply to: nmtjobapps@npe.nmt.edu