**Graphic Designer I Standard Job Description**

**Classification Title:** Graphic Designer I

**FLSA Exemption Status:** Exempt

**Pay Grade:** 8

**Job Description Summary:**

The Graphic Designer I, under general supervision, supports of various web development projects for marketing and communications needs, including designing and editing graphics/photos for use in multimedia, web sites, and other online purposes.

**Essential Duties and Tasks:**

**30% Graphic Design and Production**

* Designs effective and accessible graphic interfaces for web sites, pages, and applications.
* Creates motion graphics for use on web sites and multi-media presentations.
* Designs brochures, signs, newsletters, presentation templates, and materials, and other print media as needed.
* Maintains documentation for each project including approvals, comments, drafts, and artwork.
* Collaborates with customers as needed from concept to creation to customer support.

**25% Branding and Marketing**

* Designs and collaborates on digital assets.
* Creates ads for various publications.
* Creates art for signage to be displayed at various venues and functions.

**15% Technical Resource and Support**

* Acts as a technical resource for graphics and publication design software, hardware, and techniques.
* Researches and stays abreast of graphics trends.
* Assists in managing, uploading to, and maintaining the digital asset management library.
* Executes graphic templates, ideas, and looks according to client needs across a variety of output formats.
* Produces graphic elements and utilizes photographic elements for use within the larger omnichannel ecosystem.

**5% Mentorship and Supervision**

* Serves as the primary mentor/supervisor for student team members.
* Meets with staff to develop consistent visual image for various programs and overall department.
* Assists co-workers with maintaining brand integrity for the department.
* Performs press checks and approves proofs from printing companies on printed materials if assigned.
* Able to work independently as well as collaborate with the marketing team as needed from concept to support completion of projects.

**5% Research and Development**

* Researches production strategies or formats.
* Keeps abreast of industry advancements and learning opportunities.
* Develops omnichannel graphics or information updates, including in WordPress site environment.
* Resizes, edits, and locates photos.
* Utilizes templates for social media, emails, and other digital communications.

**20% Duty Title (for the department's use)**

* Remaining Percentage Can Be Determined by Department to Meet Business Needs or Can Be Incorporated into Percentages Above.

**Qualifications**

**Required Education:**

* Bachelor’s degree in graphics design, fine arts, or equivalent combination of education and experience.

**Required Experience:**

* No prior experience required.

**Required Licenses and Certifications:**

* None

**Required Knowledge, Skills, and Abilities:**

* Ability to multitask and work cooperatively with others.

**Additional Information**

**Machines and Equipment:**

* Computer
* Telephone

**Physical Requirements:**

* None

**Other Requirements and Factors:**

* This position is security sensitive.
* This position requires compliance with state and federal laws/codes and Texas A&M University System/TAMU policies, regulations, rules and procedures.
* All tasks and job responsibilities must be performed safely without injury to self or others in compliance with System and University safety requirements.

**Is this role ORP Eligible? If so, it needs to meet the criteria on the** [**Rules and Regulations of the Texas Higher Education Coordinating Board**](https://reportcenter.highered.texas.gov/reports/data/user-friendly-version-of-ch-25/)**.**

**Yes**

**No**

**Does this classification have the ability to work from an alternative work location?**

**Yes**

**No**