

DEPARTMENT:	Marketing & Communications	REPORTS TO:	Senior Director, Marketing & Communications
JOB CLASS:	Graphic Designer	PAY GRADE:	18
EXEMPT STATUS:	Exempt	DATE:	11/18/2011

Our Mission is to deliver a high quality, technology-based education that provides the skills and knowledge students need for success.

POSITION GENERAL SUMMARY:

The Graphic Designer develops and implements the creative direction for all FLVS marketing and communication print collateral, signage, space advertisements, promotional items, and digital assets, including initial design options, concepts, layouts, font choices, graphics and final file integrity. The Graphic Designer oversees the design and production workload, schedules and deadlines.

ESSENTIAL POSITION FUNCTIONS:

- Develop initial concepts for creative collateral (brochures, flyers, catalogs, web, etc.)
- Oversee complete design workload for the organization
- Assign workload to freelance graphic designers
- Oversee production schedules and deadlines
- Coordinate design and delivery of large scale projects
- Contribute suggestions for copyediting
- Organize planning meetings and brainstorming sessions
- Work with Marketing & Communications team to develop solutions that meet customer needs
- Initiate and revise all design files as needed to reflect changing markets and new data--includes customized outputs for target markets
- Produce final approved file outputs for print and digital projects, meeting all final deadlines
- Develop and maintain a marketing assets archive with native and PDF files, digital images, and art files
- Provide final approved files for all space advertisements to publications by insertion deadlines-- includes ensuring that all ad specs are met (working with appropriate Strategic Marketing Specialist)
- Serve as liaison to all printers, confirming printing specs, paper choices, color and coating options, and delivery needs
- Provide cross-department design direction and support
- Work with the FLVS creative agency of record to develop brand guidelines and creative deliverables for campaigns
- Oversee all photo shoots providing art and design direction.
- Work with other Marketing & Communications team members to recommend visual solutions for communicating marketing messages more effectively
- Explore new graphic design applications and offer recommendations for workflow updates
- Oversee and ensure brand adherence of all graphic content and recommends updates to FLVS Graphic and Visual Identity Standards as needed
- Work cooperatively on a team to design and implement solutions to achieve organizational goals

- Meet professional obligations through efficient work habits such as, meeting deadlines, honoring schedules, coordinating resources and meetings in an effective and timely manner, and demonstrates respect for others
- All work responsibilities are subject to having performance goals and/or targets established

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

MINIMUM REQUIREMENTS:

Education/Licensure/Certification:

- Bachelor’s degree in Graphic Design or Art with a specialization or concentration in Graphic Design; or equivalent combination of education and relevant experience

Experience:

- Three years’ graphic design experience with the marketing, advertising, or education industry
- Extensive experience in print, web, and multimedia design and creation
- Experience in creating space advertisements to meet publication specs and deadlines

Knowledge, abilities and skills:

- Skilled in current technologies used to create design deliverables including: Adobe (InDesign, Photoshop, Illustrator), PowerPoint, Keynote, and iMovie
- Knowledge of print production processes and experience working with outside vendors to produce high quality collateral
- Knowledge of communication principles, media, and marketing techniques
- Knowledge of current technological developments/trends in graphic and digital design
- Ability to prioritize, managing multiple projects in a fast-paced, growing environment
- Knowledge of project management, keeping up with production schedule, delivering proofs and final files by set deadlines
- Excellent verbal and written communication skills
- Excellent organizational skills and detail oriented
- Knowledge of current technological developments/trends in area of expertise
- Knowledge of customer service standards and procedures
- Demonstrated strong ethical, professional, and service-oriented leadership and interpersonal skills

CORE COMPETENCIES FOR SUCCESS:

COMMUNICATION SKILLS	CUSTOMER FOCUS
<p><i>Clearly and effectively conveys and/or presents information verbally; summarizes what was heard to mitigate miscommunication; Shares ideas and perspectives and encourages others to do the same; Informs others involved in a project of new developments; Disseminates information to other employees, as appropriate; Effectively uses multiple channels to communicate important messages; Keeps supervisor well informed about progress and/or problems in a timely manner; Writes in a clear, concise, organized and convincing way for a variety of target audiences; The written message is consistently error-free; The written message has</i></p>	<p><i>Prioritizes customers (internal and external) and their needs as primary and is dedicated to meeting their expectations; Develops and maintains customer relationships; builds credibility and trust; Quickly and effectively solves customer problems; Provides prompt, attentive service in a cheerful manner; adapts to changing information, conditions or challenges with a positive attitude; Incorporates customer feedback into delivery of service to provide the best experience possible for the customer; Actively promotes FLVS in community by serving as a FLVS ambassador or volunteer</i></p>

<i>the desired effect on the target audience</i>	
<p style="text-align: center;">INTERPERSONAL SKILLS</p> <p><i>Relates well with others; Treats others with respect; Shares views in a tactful way; Demonstrates diplomacy by approaching others about sensitive issues in non-threatening ways; Considers and responds appropriately to the needs, feelings and capabilities of others; Fosters an environment conducive to open, transparent communication among all levels and positions; Takes the initiative to get to know internal and external customers</i></p>	<p style="text-align: center;">FUNCTIONAL /TECHNICAL EXPERTISE</p> <p><i>Has the skills, abilities, knowledge and experience to be successful in functional area of expertise; Dedicates time and energy to keeping abreast of the latest information related to area of expertise and technology; Picks up on technology quickly; Does well in technical courses and seminars; Produces high quality work in organized and timely fashion</i></p>

INDIVIDUAL CONTRIBUTOR COMPETENCIES FOR SUCCESS:

<p style="text-align: center;">PEER RELATIONSHIPS</p> <p><i>Finds common ground and solves problems for the good of all; Can represent his/her own interests and yet be fair to other groups; Solves problems with peers with minimal “noise”; Is seen as a team player and is cooperative; Easily gains trust and support peers; Encourages collaboration; Is candid with peers</i></p>	<p style="text-align: center;">CREATIVITY</p> <p><i>Comes up with a lot of new and unique ideas; Easily makes connections among previously unrelated notions; Tends to be seen as original and value-added in brainstorming sessions; Takes calculated risks; Is not afraid to try new things and potentially “fail fast”</i></p>
<p style="text-align: center;">SELF KNOWLEDGE</p> <p><i>Seeks feedback; Gains insight from mistakes; Is open to constructive criticism; isn’t defensive; Proactively seeks to understand his/her strengths and areas for growth; applies information to best serve organization; Recognizes how his/her behavior impacts others and incorporates insight into future interactions</i></p>	<p style="text-align: center;">PLANNING</p> <p><i>Accurately scopes out length and difficulty of tasks and projects; Sets objectives and goals; Breaks down work into the process steps; Develops schedules and task/people assignments; Anticipates and adjusts for problems and roadblocks; Measures performance against goals; Evaluates results</i></p>
<p style="text-align: center;">ORGANIZING</p> <p><i>Uses his/her time effectively and efficiently; Concentrates his/her efforts on the more important priorities; Can attend to a broader range of activities as a result of organizing time efficiently; Can marshal resources (people, funding, material, support) to get things done; Can orchestrate multiple activities at once to accomplish a goal; Arranges information and files in a useful manner</i></p>	<p style="text-align: center;">PROBLEM SOLVING</p> <p><i>Uses rigorous logic and methods to solve difficult problems with effective solutions; Probes all fruitful sources for answers; Can see hidden problems; Is excellent at honest analysis; Looks beyond the obvious and doesn’t stop at the first answers</i></p>
<p style="text-align: center;">DRIVE FOR RESULTS</p> <p><i>Can be counted on to exceed goals successfully; Very bottom-line oriented; Steadfastly pushes self and others for results; Is full of energy for the things he/she sees as challenging; Not fearful of acting with a minimum of planning; Consistently seizes opportunities; Consistently exceeds goals</i></p>	

PHYSICAL REQUIREMENTS AND ENVIRONMENTAL CONDITIONS:

- Location: Orlando VLC
- Frequency of travel: Occasional travel is required for meetings, trainings and conferences; location may vary and may require overnight stays
- Light physical activities and efforts required working in an office environment

(Reasonable accommodations will be made in accordance with existing ADA requirements for otherwise qualified individuals with a disability.)

FLVS does not discriminate in admission or access to, or treatment or employment in its programs and activities on the basis of race, color, religion, age, sex, national origin, marital status, disability, genetic information or any other reason prohibited by law.