



# ST. FRANCIS COLLEGE

THE SMALL COLLEGE OF BIG DREAMS

## Senior Graphic Designer

St. Francis College (“SFC”) is seeking an experienced senior graphic designer to join the College’s Marketing and Communications (“M&C”) team. This newly created position, reporting to the College’s Executive Director of Marketing and Communications (“EDMC”), requires a seasoned creative professional who will serve as the primary caretaker for SFC’s brand and understands that brand is a perception constantly being shaped through every interaction.

### **Duties & Responsibilities:**

- Responsible for executing and implementing various marketing/outreach graphic arts projects as defined by the EDMC.
- Lead development and oversee implementation of institutional brand guidelines and graphic standards.
- In collaboration with EDMC, establish seamless and efficient workflow between the M&C team, outside agencies, campus constituents, vendors, and printing companies.
- Work collaboratively with the M&C team to develop creative concepts for student recruitment campaigns, program material, brand campaigns, and advancement/donor campaigns.
- Ability to work simultaneously on no less than 5+ projects based on current workload and goals.
- Generate collateral for College brand marketing that touch other College areas such as Admissions, Advancement, Special Events, and Facilities and includes, but is not limited to, brochures, posters, digital slides, social media content, flyers, infographics, and other media vehicles as needed.
- Committed to high executional excellence and ensuring appropriate resources are assigned to projects, timelines are met, and strategic brand objectives are promoted.
- Put together disparate elements of a design created by other professionals, and create new designs that meet SFC brand standards and enhance overall effectiveness.
- Consult with SFC faculty and staff to create cohesive designs that reflect the institution’s goals.
- Continue to evaluate new creative methodologies and keep SFC on the cutting edge of higher education graphic design.
- Perform all other duties as assigned.

### **Qualifications:**

- Bachelor’s Degree in Graphic Design, Fine Art Design, or related discipline.
- Minimum of 6-7 years’ experience in graphic design work, preferably in higher education or with a marketing or creative agency.
- Extensive experience with Illustrator, Photoshop and InDesign.
- Working knowledge of CSS3, HTML5 and JavaScript.
- Experience working with content management systems, such as Finalsite, Wordpress, and Drupal.
- Proficiency in Premiere and After Effects is preferred.
- Adaptive design eye and skill.

- Excellent communication skills.
- Ability to relate to the many different constituent groups on campus is required.
- Culturally sensitive, caring and friendly with a deep understanding and appreciation of a multi-cultural college community and the Franciscan traditions of St. Francis College.

**About St. Francis College:**

For over 150 years, the mission of St. Francis has been to provide an affordable, quality education to working class people who otherwise may not be able to attend college. St. Francis College is a private, independent, co-educational urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, physical fitness, social responsibility and life-long learning. We educate the whole person for a full, relational life, developing the students' talents and abilities for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership.

The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City and to serve the needs of the local community in which they live and study. Our location in Brooklyn Heights provides a confluence of cultures and religious beliefs, mirroring our commitment to maintain and celebrate our diverse student body.

St. Francis College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply.

Interested applicants can apply by clicking [here](#).